

1. FCBGNOMI

Μέσο: DAILY FAX

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Σελίδα: 3

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



FCBGNOMI SENIOR COPYWRITER

FCB Gnomi is seeking to recruit a creative senior copywriter to work with its talented team for major Greek and global clients.

Key Responsibilities:

- Concept, brainstorm and strategize with creative partners to develop strong integrated campaigns and brand work across multiple platforms including TV, display, social media, print and video
- Create copy for a variety of audiences, including B2C, B2B and corporate campaigns
- Concept and execute short form content, including print ads, digital campaigns, social media calendars, social ads, email touchpoints, direct response ads, OOH campaigns, etc.

- Perform basic proof reading/editing on copy, with strong attention to detail
- Understand best design practices across all social channels, especially Instagram, Facebook, LinkedIn, TikTok and YouTube
- Successfully communicate, present and pitch creative ideas and the strategic rationale behind them
- Stay on top of social and cultural trends to inspire creative solutions

Qualifications needed:

- Minimum of 5 years relevant copywriting

- experience and specific experience creating advertising marketing copy -Previous agency experience is required
- Have a diverse portfolio of short form copy examples across channels (i.e. digital, print, OOH, email, social)
- Previous campaign experience
- Proficiency in the Microsoft Office Suite
- Exceptional oral and written communication skills both in Greek & English
- Excellent presentation and interpersonal skills
- Positive attitude, team player, multitasking, ability to perform under pressure

The company offers a competitive compensation & benefits package, great opportunities for professional development, with an exciting, fresh and collaborative work environment.

Candidates are kindly asked to forward their CV to: hr@fcbgnomi.gr (ref. code SC)