



## Junior Copywriter + Community Manager

Origin's junior writer and community manager juggles the writing and communication demands of a busy and dynamic creative studio by developing advertising copy, video scripts, marketing materials, web content and posting on behalf of Origin and its clients in their social media channels. The junior writer/community manager works alongside the creative team of designers, art directors, video directors in the execution of Origin's creative, but also alongside our Social Media Strategist in the execution of our clients' social media editorial calendars.

### Job Details

**Job Title:** Junior Copywriter / Community Manager

**Direct Report:** Sr. Copywriter / Social Media Strategist

**Position:** Full time position

**Salary Range:** \$35,000 to \$50,000 /year + benefits.

### Qualifications

- Have a passion for writing and the skills necessary to execute within an advertising and marketing environment.
- 1-2 years of experience working with social media and community management tools
- Perfect spoken and written English and a demonstrated care for grammar, spelling and writing mechanics.

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#### Whistler

201-1002 Lynham Road  
Whistler, BC V0N 1B1  
604-932-8482

#### Montréal

55 Mont-Royal Ouest #603  
Montréal, QC H2T 2s6  
514-842-5252

- Have an avid interest in outdoor culture and/or be an active participant in outdoor sports (example: skiing, snowboarding, skateboarding, mountain biking, cycling, ultrarunning, etc.)
- Be able to think and act independently but also work collaboratively with visual and motion artists. Have an understanding of current web and social media landscape and tools

## Responsibilities

### Copywriting

- Assume a supporting role in the execution of creative, compelling and strategically sound advertising, promotion and marketing concepts.
- Writing banners, billboards, print ads, magazine articles, blog posts, social posts, product naming, scripts, etc.
- Research clients' products/services.
- Work closely with the Production department to produce and edit copy for all deliverables.
- Participate in creative production from inception through completion.
- Regularly and proactively share new and emerging communication and creative trends with Origin staff.
- Stay current of new trends, technologies, web platforms and social networks.
- Write and/or research Origin blog posts. Find new topics based on your observation of the outdoor industry.
- Write for the web - Create and edit copy specific to our client's web platform using interactive content best practices.
- Enter content in our CMS (Drupal)
- Coordinate with the Origin marketing manager to create copy for Origin marketing assets as needed

### Community Management

- Responsible for gathering and curating all social content needed on a monthly basis
- Responsible for successful execution of all social media activities (i.e. posting, sharing, engaging, liking, increasing social reach, doing the heavy lifting, etc.).

- Manage monthly social ad spend budgets to ensure each month is within scope and utilized effectively
- Communicate in a professional, but unique social media "voice" for our clients with guidance from the Social Media Strategist
- Create monthly social content calendars for clients
- Contribute to social content calendar creation
- Executing on social media campaigns and monthly calendars
- Gathering data to support social strategist in monthly performance reports
- Gather, analyze, and create monthly performance reports for each client
- Assist the social media strategist with competitive analysis studies on competitors as needed
- Ability to respond quickly to responses, complaints and questions through multiple social media platforms on a daily basis.
- Responsible for communications with the client(s), including presentation of monthly reports, ongoing status and updates, as well as, presentation of monthly calendar for approval