

Concept, Performance, Social, Web

Copywriter

Position	Full-time Salary
Reporting	This position reports to the Executive Creative Director
Compensation	\$55,000-65,000 Annual Salary

Introduction

As a Copywriter at Grassriots you'll be joining one of the best, most innovative, boundary-pushing digital agencies in Canada. Grassriots is a full-service digital agency, supporting high-profile national and international non-profits, charities and social enterprises. At Grassriots your work will have measurable social impact with global reach and influence.

What's it like working at Grassriots?

Our People: We're a dedicated group of folks who are actively helping to make the world better every day and achieve progressive change by working with charities and nonprofits. We come from fundraising, advertising industry, other charities, CRMs and that vast and random place we call 'digital marketing'.

Our Passion: We care about a positive and healthy work culture. We help each other out, build each other up, and see collaboration as important as the air we breathe.

Copywriter

Some of our clients include Amnesty International, Doctors without Borders, Oxfam, CNIB, Pathways to Education, and Humane Society International

Our Values: We only work with organizations who are doing work we believe in. Work that's changing hearts and minds, changing legislation and policies, and sometimes even changing the game. Issues we work with clients on include but aren't limited to food security, human rights, environmental issues and climate change, international disaster and relief, animal rights issues.

Grassriots is an equal opportunity employer and all applicants will be considered. Folks who come from underrepresented or marginalized backgrounds are strongly encouraged to apply. We are committed to a diverse and inclusive workplace where we learn and work together to change the world. Our staff has racial, cultural, ethno-cultural, social class, sexual orientation, gender, and language diversity, and we are looking for more. We're a better team because of it.

What's the work about?

Not to brag, but it's incredible work. You'll get to work with charities and nonprofits, on campaigns and projects that range from fundraising and growth to engagement and behaviour change, and are often some kind of combination.

Reporting to the Executive Creative Director, the Copywriter will get to solve real problems that non-profits have, from finding new monthly donors to launching new brands, from building awareness to helping target corporate misconduct, from helping reinforce positive consumer behaviours, to planning, building and managing digital lead generation campaigns and year-end fundraising campaigns. And so much more.

The role of Copywriter

- Work with the executive creative director, art directors, strategy team, development team, and biz dev to provide leadership and **best-in-class digital copywriting that connects approved strategies to the development of high-performing copy that converts audiences to donors, support excellent user experiences, and tells compelling stories.**

Copywriter

- **Conceptualizing big ideas, developing high quality, timeless copy for brand identities, scripts for video and motion design, marketing copy for digital advertising, UX copy for products, websites, and data visualizations**
- Leadership on operationalizing copywriting process at Grassriots and supporting the development of high performing, data-driven approaches to conversion
- Support business development in creating compelling proposals
- Be a brand steward, ensuring flawless adherence to client brand standards
- Present creative both internally and to client, maintaining strong client communications and presentation skills
- Participate in internal and external meetings to ensure that creative development is aligned with Grassriots' objectives (resources, budget, strategy, development needs)
- Communicate and manage creative expectations and standards to external vendors and collaborators
- Work collaboratively with the development team to align creative concepts and strategy with development requirements/needs
- Use project management techniques/principles to plan and manage multiple concurrent projects with conflicting deadlines, effectively using resources to achieve deliverables and manage competing priorities
- Exercise sound judgement and leverage communication skills to coordinate internally and externally
- Use presentation skills to explain creative decisions and promote initiatives to internal/external stakeholders
- Contribute positively to Grassriots culture while adhering to policies and norms outlined in employee handbook
- Be amenable to critical feedback and maintain a willingness to explore new solutions to meet objectives
- Continue to build out the Grassriots identity in market, including social media copy, UI copy, case studies, etc.
- A sense of humour and world-class gif game is an asset

Human skills:

Our team members thrive in a deeply collaborative environment. We're low-ego, we have integrity and respect for others and adaptability regarding positions, decisions, recommendations and directions. We're motivated, we're problem solvers, and we're empathetic while doing it. Lastly, we try to have an inclusive lens in our relationships with each other, with our clients.

Vocational skills:

While we're not looking for expertise in every category, we're looking for individuals who have directed their passion and developed their talents in the following ways:

- **Inspired:** You're passionate about digital design and innovation and stay connected to emerging possibilities and campaigns in digital media, technology, IA, and even AI. You know that you don't have anything if you don't start with an idea that resonates.
- **Committed:** You care about our clients their causes, your colleagues and what Grassriots' mission to change the world.
- **Curious:** Despite your expertise, you know asking questions is the best way to learn and that learning is never done. Your life is filled with hobbies, interests and travel, because it's who you are and it makes life better. It makes you better.
- **Open:** You're passionate about your ideas but you understand that the best ideas come out of collaboration and openness to generative critique. You see feedback as iterative and about building each other up to put Grassriots' best out there.
- **A Creator: Writing is a part of your life, in and outside of work.** You're an expert at getting to the heart of a story, research is second-nature, and your social game is strong. We want to hear about your passions outside of work and what areas of the craft interest you most.

Copywriter

- **A strong communicator:** you can quickly take discovery reports, strategic plans, and other complex bodies of info, and distill them into highly focused creative products that tell our client's stories and get them the results they seek
- **A growing leader:** No matter the challenge, internal or external, you can collaborate with your teams to identify needs and reach solutions efficiently, turning feedback you receive into improved creative
- **A project manager:** You can juggle the nuts and bolts of complex projects and prioritize them to meet internal and external deadlines while maintaining transparent, respectful and professional communications with all members of the team

Benefits and perks:

- This is a Full Time position with a salary range of \$55,000 to \$65,000 per annum (based on a 6-month contract). The salary range is indicative of our understanding that applicants show leadership, have a well-honed craft and an excellent portfolio of work.
- Networking and industry learning opportunities.
- Less 'traditional' benefits including great snacks, great swag, conferences, office parties, many office dogs, fun Slack channels like #PetsofGR, lots of music and more. (however during the period of COVID-19, we are working from home)
- The position would be located in our east end Toronto office. We all work from the office and are flexible about working from home/other locations with good wifi however during the period of COVID-19, we are working from home.
- To apply, email us at careers@grassriots.com with your portfolio and resume. Only qualified respondents will be contacted.

Benefits

Summer Long-Weekends

In addition, you may take advantage of our Summer Long-Weekend policy, adding a day to each civic holiday weekend.

Progressive Values

We offer the opportunity to wake up every day knowing the work you do is helping make the world a better place.

Equal Opportunity

Grassriots is an equity-seeking organization. People who identify as being from marginalized communities, including women, Indigenous peoples, racialized people, people with disabilities, people identifying as LGBTQ2, and people from low income backgrounds are especially encouraged to apply.

The Best Clients

We work with some of the world's greatest clients: Doctors Without Borders, Amnesty International Canada, Environmental Defence Canada, Unicef, Ecojustice, Cystic Fibrosis Canada, Campaign for Tobacco-Free Kids, Nature Conservancy Canada, Oxfam and more.