



BARE ESSENTIALS • BEAUTE PRESTIGE INTERNATIONAL  
DAVLYN INDUSTRIES • NARS • SHISEIDO • ZOTOS

## JOB DESCRIPTION

Position: (Contractor) Junior Digital Copywriter, Part-Time  
Location: Midtown East – NYC  
Reports to: Digital Copywriter

### FUNCTIONAL RESPONSIBILITIES:

- Create digital content in the brand voice without spelling, grammatical or formatting errors that attracts and retains the brand's customers.
  - Brand website, including product descriptions
  - Email marketing
  - Digital advertising
- Contribute to developing and maintaining the brand voice
- Collaborate with SEO agency and digital team to maintain best in class SEO practices
- Assist with writing emails and adapting emails for segmentation
- Work closely with digital creative project manager to help manage weekly copy production
- Manage blog CMS, working with design and merchandising to add images, links and shopping information

### QUALIFICATIONS:

- Minimum of 1-2 years of digital copywriting experience, ideally within the beauty or fashion industries
- Experience writing SEO-optimized content, including product descriptions
- Exceptional attention to detail and deadlines, including excellent proofreading skills
- Solution-oriented attitude; must be comfortable taking responsibility for timely edits and approvals
- Team player who is highly organized, self-directed and has the ability to learn/manage multiple processes and feedback from multiple stakeholders
- Ability to quickly change gears and tasks and stay organized, setting own pace to manage and meet deadlines
- Proficient in Word, Excel and WordPress