



## DIGITAL MARKETING COPYWRITER

### POSITION SUMMARY

Hughes Integrated is seeking a creative, organized, driven and reliable team member for our Grand Rapids, Michigan marketing agency. Our team builds sales funnels that help B2B and B2C clients expand their business and accelerate growth.

Our team primarily works in a remote environment, where self-leadership and collaboration-at-a-distance are key to our success.

Hughes Integrated has three core values that guide our work:

1. Love God, Love Family, Love Others
2. Hungry, Humble, Smart
3. Ownership Mentality

Our fast-growing marketing agency has been blessed to work with service-based businesses across North America, helping them clarify their message and leverage the power of story. As the business continues to take on new client engagements, strong copywriting and messaging strategy have become critical components to project success.

The Digital Marketing Copywriter is responsible for clarifying our client's messaging through strategy and composition. This messaging will serve as the foundation to an effective marketing strategy that exceeds client expectations for quality lead generation.

### TO APPLY

Send an email to [hello@hughesintegrated.com](mailto:hello@hughesintegrated.com):

1. Tell us why you think you'd be great at this position.
2. Which of our core values resonates with you the most and why?
3. Let us know your favorite board game!

Bonus points for including a video response of the three questions above.

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## KEY AREAS OF RESPONSIBILITY:

### CREATE WINNING MESSAGING STRATEGIES

*This person will take leadership over internal and external messaging, ensuring they produce quality results using advanced digital marketing tactics.*

- Message strategy development for clients
- Synthesize clear and compelling brand message
- Copywriting
  - Lead generating PDFs and other digital assets
  - Email sequences
  - Sales Letters
- Search Engine Optimization for Websites
- Social media strategy development and execution

### EXPERT COLLABORATION

*This person will own their area of expertise, constantly learning and bringing their unique contribution to the team, ensuring on-time and high-quality delivery of every project.*

- Provides unique insight to client strategy development
- Collaborates and elevates deliverables with their unique skill set
- Invests time in continuing education
- Leverages skillset to grow the company

## JOB REQUIREMENTS:

*As a team member at Hughes Integrated, you'll join a group of ninjas, sent into the marketplace to lift up the name of Jesus by helping small businesses accelerate growth. Every team member owns their role, and "brings their A-game" to their work.*

- Excellent verbal and written communication skills / excellent grammar and proofreading ability
- Displays strong self-leadership & follow through
- Detailed oriented
- Ability to prioritize well and manage multiple projects on a timeline
- High capacity, agile
- Growth mindset
- Ability to communicate with clients to concisely report on progress and results
- Understanding of Mac operating systems
- SEO & PPC understanding\*
- Ability to setup, monitor, and report on email campaigns
- Ability to commute to Grand Rapids once per week.
- Ability to travel domestically
- Previous marketing agency experience preferred\*

\*Preferred qualifications

## BENEFITS:

- 40-hours work week with fixed annual salary
- Company culture events each year (Examples: dinner celebrations, game nights, parties, etc)
- Flexible remote work
- Paid time off
- Retirement bonus

## EDUCATION:

- Bachelor's Degree in a marketing related field preferred
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