



Marketing Copywriter

Reporting to Corporate Director of Marketing, position will be responsible for creating impactful content to promote MMW events including general event marketing, attendee development and exhibitor/ sponsorship promotion. Will also support brand marketing for other lines of business including digital and print initiatives and audience development campaigns. The ideal candidate has experience in copywriting for multiple brands and enjoys a fast-paced, interactive work environment!

Job Responsibilities include but not limited to:

- Timely creation of copy to promote multiple MMW Events to all constituents including:
 - General event theme and messaging
 - Attendee Development
 - Exhibitor Sales/Sponsorships
 - Audience Development (new subscription/renewal efforts)
- Create copy to promote and in support of hosted buyer events for multiple brands
- Create quality communications to market our media brands delivering more business and enhanced image.
- Collaborate with marketing peers, corporate and business teams on the timely message development.
- Develop monthly emails to further our brands and lines of business including Direct-to-Market services.
- Collaborate with Corporate Marketing Director to plan, build and execute copywriting project timelines.
- Coordinate with MMW departments and teams – creative services, audience development, media services, events, digital and others – to assure effective messaging to support Meister brands.
- Assist Marketing Department with other duties as assigned including trade show logistics and miscellaneous marketing tasks.
- Remote communication/coordination with the Marketing Specialist.
- Potential trade show travel

Job Requirements:

- Bachelor's degree in advertising, public relations, communications, marketing or related field.
- 2+ years experience in a Marketing copywriting position.
- Experience with advertising, direct marketing, e-marketing, social media, and events – strongly preferred.
- Strong promotional copywriting skills and verbal communication skills required.
- Ability to craft a compelling and targeted message to diverse audiences
- Strong multi-tasking skills and organization a must – comfortable in a fast-paced environment.
- Proficient with Microsoft Office, (Word, Excel, Outlook, PowerPoint) and Mac OS
- Experience with WordPress and Adobe Creative Suite helpful
- Ability to work as a collaborative team member.
- Project management skills.
- Bi-lingual (Spanish) a plus.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, bonus opportunity and 401(k) and Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com or by mail to:

Meister Media Worldwide
Attention HRMC
37733 Euclid Avenue
Willoughby, Ohio 44094
www.meistermedia.com