New

Ministry

Communications and Public Engagement

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Creative Copywriter

Requested Class

Program Services 3

Job Focus

Corporate Services

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Vacant

Organizational Structure

Division, Branch/Unit

Outreach, Creative Services

☐ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Assistant Director, Creative

Supervisor's Current Class

Manager (Zone 2)

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

Reporting to the Assistant Director, Creative, the Creative Copywriter is responsible for writing and editing content for a variety of communications projects across paid, earned, and owned media channels. The position works closely with other members of the creative team to brainstorm ideas, develop creative concepts, and ensure the execution of materials that meet project objectives while aligning with the Government of Alberta brand.

The Creative Copywriter provides strategically-sound creative solutions to help fulfill a high volume of requests that often require short turnaround times. The position reads and interprets creative briefs, researches subject matter, and uses their experience and creativity to write effective and compelling copy that connects with audiences and drives action.

The Creative Copywriter is adept at distilling complex information and varying the voice, style and other characteristics of messaging. The position has a keen eye for detail and is a meticulous proofreader that ensures the accuracy and consistency of the materials produced by the creative team.

The position also consults across government on specific projects, the effective use of marketing materials

within appropriate frameworks and the use of outside service providers.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

Delivers copywriting services to cross-government clients to effectively engage and inform the public.
- Consults with clients on objectives for specific communications programs.
- Writes compelling copy for communications products and marketing materials covering all mediums -- including print, radio, video, OOH, social, online display, and collateral.
- Ensures project objectives are met and within budget.
- Proofreads materials to ensure accuracy and consistency, and compliance with the GoA voice, tone and style guide.

Develops campaign creative in collaboration with designers on the creative team.
- Interprets creative briefs to identify and develop themes for creative development.
- Explores creative options and develops creative concepts for consideration.
- Writes creative strategy statements and rationale, along with copy for presentation decks.
- Presents creative concepts to clients and explains rationale.
- Adjusts creative, revises copy based on client feedback, throughout the approval process.
- Proofreads all materials before trafficking or publishing.

Provides copywriting advice and guidance to CPE branch colleagues and central service areas.
- Reviews copy produced by clients and ither CPE staff and suggests edits for brevity and compliance with GoA brand, voice and tone.
- Provides copywriting support and advice on projects led by other groups within CPE Outreach (e.g. Government Identity, Social Media, RADx).
- Contributes to the ongoing development of the GoA voice, tone and style guide.

Provides copywriting and creative support on projects involving external partners.
- Supports the Assistant Director, Creative, and Director, Brand and Marketing on agency-led campaigns.
- Attends audio recording and video production sessions, providing creative advice and feedback as required.
- Helps ensure externally produced materials align with government brand standards and project objectives.

Problem Solving

Typical problems solved:

The Creative Copywriter is responsible for developing and delivering creative products for a high volume of campaigns and other creative and social media assignments, often under tight timelines. The position must ensure quality of product while meeting all creative deadlines and aligning with government brand standards.

Types of guidance available for problem solving:

The Creative Copywriter relies on their supervisor (Assistant Director, Creative), the voice, tone and style guide, the visual identity manual, and Outreach management in the areas of advertising, social media, customer experience.

Direct or indirect impacts of decisions:

This position is responsible for working with internal creative/marketing staff to ensure campaign creative

meets client expectations and project objectives.

Decisions made and actions taken by this position impact the effectiveness of ministry communication with audiences. By engaging in coordination within the ministry and with other ministries on projects, issues, and opportunities, this position also contributes to how government is perceived by the public, while helping meet the information needs of Albertans.

Key Relationships

Major stakeholders and purpose of interactions:

Interacts daily with designers, digital content specialists, social media team members to exchange information, provide writing and creative support.

Interacts daily with the Assistant Director, Creative to seek advice and direction, provide research and writing support .

Interacts as required with the Director, Brand and Marketing to provide information and updates, and receive direction.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Other		

If other, specify:

Bachelor's degree (or equivalent) in journalism, English, communications, or related discipline

Job-specific experience, technical competencies, certification and/or training:

- Four or more years of professional copywriting experience, with solid portfolio of work
- Exceptional writing and research skills
- Ability to work independently or with a team to meet deadlines
- Excellent organizational skills and multitasking ability
- Proofreading experience and familiarity with standard style guides
- Keen eye for detail and appreciation of great design

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level A B C D E	Level Definition	Examples of how this level best represents the job
Creative Problem Solving	○ ◉ ○ ○ ○	Focuses on continuous improvement and increasing breadth of insight: • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices	- Examines all factors of an issue, explores many different solutions to the challenge in front of them. - Builds on experiences from project to project - Not afraid to leap and propose something that deviates from the expected

Agility	○ ◉ ○ ○ ○	Works in a changing environment and takes initiative to change: • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines	Writes and helps to develop creative products for projects with continually shifting timelines and scope - Develops creative solutions when confronted with roadblocks - Identifies and flags issues and works with team to problem-solve.
Drive for Results	○ ◉ ○ ○ ○	Works to exceed goals and partner with others to achieve objectives: • Plans based on past experience • Holds self and others responsible for results • Partners with groups to achieve outcomes • Aims to exceed expectations	Monitors performance standards and provides productivity reports to supervisor as required - Takes responsibility for assignments and delegates projects or aspects of projects to team members where required - Delivers on project requirements even when not aligned with personal opinion
Develop Self and Others	○ ◉ ○ ○ ○	Seeks out learning and knowledge-sharing opportunities: •Reflects on performance and identifies development opportunities • Takes initiative to stay current • Shares with the team even when not asked • Actively coaches and mentors direct reports	- Openly receives coaching from AD Creative and others on process, copywriting and creative development. - Researches what others are doing in the industry, how other jursidictions are approaching subject matters - Self-evaluates performance - Shares viewpoints and creative thoughts with team members

Benchmarks

List 1-2 potential comparable Government of Alberta: Benchmark

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