



Freelance Copywriter

HBG Health is a brand design firm driven to cultivate the brands that endeavor to change the health of the world. (www.thinkhbg.com) We are growing and looking for new talent to join our team.

Do you fit this picture?

Intelligent. Strategic. Creative. Collaborative. A leader. Unflinchingly bold. We like people who are willing to take a stand, to challenge the status quo, to shake things up a bit. Someone who knows their own potential and refuses to stagnate. Someone with a sense of humor.

At HBG Health, we're looking for a Copywriter to create impact and break-through strategic solutions.

HBG Health is looking for an exceptionally talented, creative and driven individual who has what it takes to do incredible work in a fast-paced, high-energy environment.

The Copywriter will work with the new business team and designers to develop strategy, communication objectives and write copy for: print, multimedia and electronic communications for blue chip companies -- including branding, advertising, collateral, websites, environmental graphics, online ads, direct mail, etc.

Position will start on a freelance contract, with the potential for full-time employment.

Responsibilities include:

- Lead the communication/copywriting process from conceiving a communication strategy to executing copy
- Determine most effective creative hooks and create unique selling propositions
- Create well-written, inspiring and error-free copy to support branding and marketing/product initiatives
- Manage projects through multiple rounds of approvals and edits
- Develop a copy tone that is consistent with the HBG brand voice/personality
- Work well in a team environment and be a valuable creative conceper and collaborator
- Collaborate conceptually with Sr. Creative Director on strategic high profile copy including new business, campaigns etc.

Requirements include:

- Four-year college degree in English, Communications, Journalism or a related field
- 2-5 years professional writing experience in print and online
- Ability to write exceptionally compelling and persuasive copy
- Receptive to feedback and able to meet manage requests/objectives, while staying true to creative voice and direction
- Strong proofreading and fact-checking skills with 100% accuracy and attention to detail



- Excellent organizational, multi-tasking and coordination skills with ability to thrive in a high-energy, fast-paced and deadline-driven environment
- Willing to work with and understand the strategic differences between promotional copy and brand voice
- Motivated, proactive, self-starter with positive attitude and ability to easily adapt to changing priorities and directions
- Strong interpersonal and communication skills with ability to effectively collaborate with all management levels

Local candidates only. No relocation. No phone calls please.

To apply please submit your resume, cover letter, and writing samples to employment@thinkhbg.com.