



CORPORATION SERVICE COMPANY™

Senior Copywriter, PR & Social Media Manager

ABOUT US:

Corporation Service Company, a privately-held company headquartered in Wilmington, DE, serves as a leading provider of legal and financial services for the world's largest companies, law firms, and financial institutions. Our purpose is to be an enduring and profitable company. We strive to provide superior services and products while creating an environment where our people can stretch their capacity to grow and develop their career. Visit our website at:

<http://www.cscglobal.com/>.

JOB DESCRIPTION:

We are seeking an enthusiastic Senior Copywriter, Public Relations & Social Media professional within the Marketing department in our Wilmington, DE office to assist with the optimization of the content for our website, direct marketing emails, and all supporting channels.

RESPONSIBILITIES INCLUDE:

- Managing all aspects of marketing copywriting for CSC services while maintaining defined communication and brand guidelines.
- Writing appealing sales content in a variety of commercial styles for multiple marketing channels and communication vehicles (articles, brochures, ads, fact sheets, newsletters, emails, press releases, and online).
- Executing a PR strategy, speaking with reporters, pitching stories, and distributing press releases.
- Crafting concise content and posting on major social media sites for all company brands.
- Providing excellent customer service to both internal and external clients.
- Working with Product Marketing Managers to write/edit copy and create new collateral to help them execute planned campaigns.

THE IDEAL CANDIDATE WILL OFFER:

- Excellent computer skills.
- Strong desire to work for a dynamic organization.
- A proven track record of working well with teams.
- Expert written and verbal communication.
- Strong spelling, grammar and organization skills.
- An understanding that your success is interdependent with the success of the team.
- Be self-motivated, persuasive and a creative thinker.
- A Bachelor degree in marketing, communications, business, journalism or similar.
- Minimum of three years experience in a commercial copywriting position with an agency, news outlet, or for a corporation.
- Ability to write concise, attention grabbing and hard-hitting copy that puts the message across and encourages the reader to move to take the desired action.
- A good understanding of how copy works visually in the context of web pages, emails, and marketing collateral.
- Ability to produce English content that can easily be translated into multiple languages.
- Familiarity with writing and distributing press releases.
- Participant in at least two major social networks (Facebook, Twitter, YouTube, LinkedIn).

PREFERRED SKILLS INCLUDE:

- Proven experience in e-commerce and social media marketing.
- Knowledge of SEO best practices.

- Research or editorial experience.
- Work experience in Public Relations.
- Well versed in headlines, industry news and pop culture.
- Experience with journalistic writing and practices.
- A good sense of humor.

WE WILL OFFER YOU:

- A challenging and rewarding career!
- The opportunity to contribute to the success of the Marketing team and the organization.
- A competitive salary and an ongoing performance review that recognizes individual performance.
- Excellent benefits for you and your family! – 401(k) with employer match – Medical, Dental, and Life insurance – Spouse and dependent life – Tuition Reimbursement – AND MORE.
- A supportive, growth-oriented environment that wants your ideas on how to succeed and improve!
- Annual bonus program recognizing individual performance.
- Profit Sharing Plan that recognizes team performance.