



JOB DESCRIPTION

POSITION TITLE: COPYWRITER

REPORTING RELATIONSHIPS

ACCOUNTABLE TO: LAS CASAS GAMING INC.

REPORTS TO: SHARMAINE MARIE ABARQUEZ

ROLE OVERVIEW:

We are seeking a talented and passionate Copywriter to join our creative team. The ideal candidate will have to possess a deep understanding of the gaming industry and a knack for creating compelling and persuasive written content. This role will involve crafting engaging copy for various marketing materials, in-game content, and social media campaigns to captivate our audience and promote our products.

KEY RESPONSIBILITIES:

1. **Content Creation:** Develop high-quality interactive copy for marketing materials, including advertisements, trailers, press releases, website content, newsletters, and social media posts.
2. **In-Game Text:** Write engaging and immersive in-game dialogue, descriptions, tutorials, and other narrative elements to enhance player experience.
3. **Brand Voice:** Maintain and evolve the brand voice across all written content, ensuring consistency and alignment with the company's vision and values.
4. **Collaboration:** Work closely with marketing, design, and development teams to ensure all copy aligns with the overall creative direction and project goals.
5. **Research:** Stay up-to-date with industry trends, player preferences, and competitive landscape to create relevant and effective copy and messaging.
6. **Editing and Proofreading:** Review and edit content for clarity, grammar, and adherence to brand guidelines.
7. **SEO Optimization:** Optimize digital content for search engines to improve online visibility and engagement.
8. **Campaign Development:** Contribute to the development and execution of marketing campaigns, including brainstorming of ideas and creating content that drives engagement and sales.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree in English, Journalism, Marketing, Communications, or any related field.
- Minimum of 2-3 years of professional copywriting experience, preferably in the gaming or entertainment industry.
- Exceptional writing, editing, and proofreading skills with a strong attention to detail.
- Ability to write in various styles and tones to suit different types of content and audiences.
- Proficiency in understanding and implementing best SEO practices.
- Strong storytelling skills with the ability to create compelling narratives.
- Excellent communication and collaboration skills.
- Familiarity with the gaming industry, including knowledge of current trends, popular genres, and player demographics.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- A portfolio showcasing copywriting work, particularly any projects related to gaming, is required.



Las Casas Gaming, Inc.

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Kamuning Brgy, South Triangle, Quezon City

Prepared by:

SHARMAINE MARIE ABARQUEZ

MARKETING HEAD

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