



THE RELEVANCE HOUSE.

## CREATIVE COPYWRITER

We are a full-service marketing and PR agency for firms in the blockchain and emerging technology sector. We focus on helping technology start-ups and projects build and communicate a relevant brand and story. Why? Because only relevance has impact.

**LOCATION:** ZURICH/ZUG **BEGIN:** BY AGREEMENT

### WHAT:

- Creating compelling micro copy for landing pages and sales funnels
- Working with content teams to create high converting campaigns
- Present concepts and demonstrate underlying strategic thinking
- Support the creative team in formulating brand concepts & strategy
- Manage smaller copy briefs with feedback and sign off to more junior members of the team or freelancers
- Producing high quality messaging for social media, web, print, video, audio and other formats and media
- Working directly with clients and colleagues, and meeting project teams to consider copy requirements for ads, brand, campaigns and other creative work
- Updating and amending campaigns according to feedback & data
- Writing reports, outcomes and retrospectives for continuous improvement
- Brainstorming creative concepts and copy ideas with other members of the team

### YOU:

- You come to the role understanding the mechanics of business communications and target audiences
- 3+ experience at a creative or media agency, or in-house, as a content writer, or copywriter
- Native English speaker, German and other languages are a plus
- Excellent writing and editing skills in English - grammar, punctuation etc. - combined with speed, flexibility, and attention to detail
- Flexible in writing to different points of view and tones
- Work independently and apply and demonstrate your strategic thinking to add value to every project
- Strong copy-editing and proofreading skills.
- Ability to think creatively & approach communication from new angles

**BECAUSE  
ONLY  
RELEVANCE  
HAS  
IMPACT.**



We offer you incredible and exciting tasks in a demanding international environment. That is not all.

You benefit from our success on each project.

You get the time to educate yourself. In which area? That's entirely up to you...

### **So are you the one?**

You enjoy learning new things and want to grow with us?

In addition, with conceptual skills and an understanding and interest of technology?

*Then please send your application and questions*  
**[welcome@therelevancehouse.com](mailto:welcome@therelevancehouse.com)**

**WE ARE LOOKING FORWARD  
TO MEETING YOU!**