

Creative/Conceptual Copywriter

Location:	Cape Town, Westlake
Remote work:	Some remote work allowed
Education level:	Degree
Job level:	Mid
Own transport required:	Yes
Type:	Permanent
Company:	Atypical

Atypical is an internationally focused marketing agency that specialises in providing services to the commercial real estate industry. We have a team of highly talented individuals who are driven to make an impact, create remarkable work, and have fun while doing it.

We are looking for an energetic, dynamic thinker, and copywriting powerhouse that can tell the story of our creative concepts and visual designs using remarkable and compelling copy. You will be working under our creative director and be responsible for conceptualising, crafting and presenting copy for our digital, social media, and out-of-home campaigns as well as assisting with finessing and wordsmithing short and long form copy for our clients when required.

Required:

These are the things that need to fire your jets and make you say “man, this role was made for me!”

- Relevant tertiary qualification and demonstrated experience of at least 4-5 years in a similar role
- A fundamental love and talent for the English language. You should believe in the power of words to compel and obsess over the nuances of meaning that subtle crafting can evoke.
- Immaculate grammar and spelling. Sure, Spell Check and Chat GPT can clean up copy, but as the final line between studio and client, your ability to edit and check copy is as valuable to us as the ability to conjure words from scratch. You can spot an indulgent comma or a split infinitive from 200 yards away. Did you notice the preposition at the end of that sentence? Or do you consider ‘away’ to be an adverb? Petty arguments like this fuel you.
- Speaking of Chat GPT... we need you to elevate the work we produce beyond any suspicion that robots played a part in it. Naturally, AI will be a useful tool (and we’re not opposed to using it), so we need somebody familiar and up-to-date with advanced prompt engineering on major platforms. Whether it’s in the prompting or the editing, we see an opportunity to rise above the tsunami of generated junk, and need somebody who can prove to us that the human mind is more remarkable and relatable than a bot our clients could simply use themselves. This is a moment where humanism, deep insights, and wit will define the value of a writer.
- Beyond creating copy in service to creative ideas, we need somebody confident enough to participate meaningfully in the ideation process. Your work will be overseen by our creative director, but the goal is for you to start sharing the load when it comes to developing concepts for our clients. Frequently the creative idea will be led by creative copy, so we need somebody who loves the creative ideation process as much as the act of writing. In many instances, entire campaigns will hinge on a particular turn of phrase that your brain magically manifests.
- Fluency in writing for the full spectrum of digital platforms – both for our clients and internally for the Atypical brand – including blogs, emailers, social headlines & captions, video scripts, reports, tag lines, and any other thing with words.

- The ability to receive, absorb, and implement feedback from clients, your manager, or team-mates proactively, with a mindset of continuous improvement.
- The ability to communicate harmoniously with our design team, ensuring that your copy and their art are aligned and working towards the relevant objective.
- The ability to pitch your ideas clearly and confidently to clients.
- A willingness to learn deeply about the US commercial real estate landscape and, moreover, breathe life and imagination into an enormous industry.
- A regular writing practice outside of work (blog, secret novel, morning pages) will be advantageous, as an indication of your love of the craft. We'll go ahead and assume you're a reader... you do read, right??
- A willingness and intrinsic motivation to share your inspiration and ideas with the rest of us, as we continuously build an Atypical culture defined by a passion for creativity, humour, and playfulness. We want you to up our overall creative credibility and participate in our evolution.
- Be plugged into the world around you and find opportunities to make work more relevant and engaging by infusing contemporary popular culture into it.
- The ability to deliver quality work on deadline. That probably should have been the first bullet point.
- Own car/mode of transportation: We are based in Tokai with the opportunity to remote work 1 or 2 days a week.

Personal traits:

- Positive, friendly, and approachable.
- Proactive, caring, and a stickler for the little details.
- Collaborative spirit: You thrive in a tight-knit, collaborative environment, where teamwork and shared creativity lead the way.
- Playful passion: A fun-loving attitude that injects energy into every project, enhancing the studio's vibrant atmosphere.
- Ability to work under pressure and adapt to fast-paced environments.
- Creative flair and an appetite to implement new ideas and take risks.
- Organised and deadline-driven.
- Comfortable with ambiguity.
- Flexible and agile in their working style.
- A passion for learning and developing both professionally and personally.

Company Description

ATYPICAL is an end-to-end marketing agency focused exclusively on the real estate industry. We cover a wide range of marketing activities, from social media management and content creation to award-winning campaigns and strategies.

Posted on 24 Apr 08:46, Closing date 22 Jun

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skye@atypicalcompany.com

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