



Copywriter

Rastar, a leading-edge direct marketing agency, creates data-driven solutions for clients such as Acura, Honda, Big O Tires, Talisker and others. We continually develop new communication, direct response and one-to-one dialogue techniques that push the boundaries of possibility, helping our clients build stronger and more profitable relationships with prospects, customers and employees.

We currently are seeking an experienced, creative and effective **Copywriter**. If you want to help define the future of one-to-one direct marketing, we want you on our team.

In this position, you will write highly targeted direct marketing campaigns and manage multiple projects and tight deadlines. You must be creative, articulate, detail-oriented, conceptual and aware of what motivates people to respond. Experience writing to B2C audiences across a variety of different industries is required. Automotive experience is a plus.

Learn more about Rastar at www.rastar.com.

Essential Job Functions:

- Writes copy based on creative briefs, supplied materials and project objectives.
- Brainstorms, conceptualizes and helps identify the big idea.
- Writes a variety of direct response campaigns, branding and other materials, including direct mail, e-mail, inserts, print ads, online creative, collateral material, etc.
- Launches new tests, versioning controls and responds to client requests as necessary.
- Writes internal briefs and other documents as required.
- Makes revisions, reviews work and works with internal and external proofreaders.
- Collaborates with other Creative Team members.

Job Requirements:

- The ability to organize ideas, prioritize and manage multiple projects in a deadline-driven environment.
- Demonstrated understanding of direct response advertising at the agency level.



- Demonstrated understanding of the principles of database (variable data) marketing.
- Demonstrated organizational skills.
- Ability to communicate orally and in writing.
- Demonstrated written, presentation and interpersonal communication skills.
- Working knowledge of Microsoft Office including Word, Excel and Outlook.
- Ability to be detail oriented.
- Demonstrated collaboration skills with the ability to thrive in a team environment.

Minimally Required Education and Experience:

- A bachelor's degree in English, Journalism, Communications or a related field is preferred.
- At least five years agency and/or client-side direct marketing experience.
- A combination of education and experience that yields the required knowledge, skills and abilities for this position.

WE OFFER immense opportunities for career growth and a competitive salary and benefits package that includes:

- Medical/dental/life
- 401(k) with company match
- Paid time off
- A business casual environment

If you are interested in this opportunity, e-mail your resume to tdye@rastar.com today.

Rastar is an Equal Opportunity Employer EOE/ADA