

Marketing Script Writer

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Company: Right Customer

Location: United Kingdom

Category: arts-design-entertainment-sports-and-media

We are seeking a talented and creative Ads/VSL Script Writer to join our marketing team. As an Ads/VSL Script Writer at Right Customer, you will play a pivotal role in crafting compelling and persuasive scripts for video ads and Video Sales Letters that drive engagement, captivate audiences, and ultimately lead to conversions. Your storytelling and persuasive writing skills will be essential in creating impactful content for our marketing campaigns.

Key Responsibilities:

Script Development: Write clear, concise, and persuasive scripts for video ads and Video Sales Letters that effectively convey our product or service benefits.

Storytelling: Craft engaging narratives that resonate with our target audience and draw them into the message.

Research: Conduct in-depth research on products, services, and target audiences to ensure accurate and compelling content.

Conversion Focus: Develop scripts with a strong emphasis on driving conversions, sales, or desired actions.

Collaboration: Collaborate closely with video producers, designers, and marketing teams to ensure script alignment with visual and branding elements.

Revision and Improvement: Review and revise scripts based on feedback and performance data, continuously improving their effectiveness.

Voice and Tone: Adapt writing style and tone to suit different audiences and marketing channels.

Meeting Deadlines: Manage multiple projects simultaneously and deliver scripts on time.

Requirements

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Proven experience as a Script Writer for video ads and Video Sales Letters.

Exceptional writing and storytelling skills with a strong command of persuasive writing techniques.

A portfolio showcasing previous scriptwriting work with a focus on video content.

Strong research skills and the ability to understand complex products or services.

Proficiency in adapting writing styles for various audiences and industries.

Ability to work collaboratively and communicate effectively with cross-functional teams.

Detail-oriented and able to meet tight deadlines.

Familiarity with marketing and conversion optimization principles is a plus.

Benefits

Competitive Pay Based on Experience

Unlimited Paid Time Off (Holidays, Vacation, Sick Days)

Ongoing Training & Development

Regular Salary Increases

Performance Bonuses

Growth Potential as Company Expands

About Our Company

Right Customer is a leading digital growth & advertising agency helping entrepreneurs scale their businesses with paid advertising. Our agency is committed to maximizing ROI, and we have helped our clients profitably generate a combined \$50,000,000 in the last three years. We specialize in strategic planning, paid advertising, customer acquisition, lead generation, and digital experience creation with websites.

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