

## Copywriter

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Join the Anglo-American University as a **Copywriter (full-time position)**.

*Anglo-American University is a modern university built on rich traditions and 30+ years of experience. Our classes average 15 students ensuring students cultivate close interactions with peers and professors. Located in Malá Strana, our campus, the Thurn-Taxis Palace, is a place with rich history dating back to the XVII century. Enjoy an inspiring, thriving work environment in heart of the amazing city of Prague.*

Are you a talented copywriter with a passion for storytelling and a flair for crafting compelling content? Do you have experience in website content administration and a desire to explore the possibilities of AI tools to enhance your writing? If so, we invite you to join the marketing team at Anglo-American University in Prague, where you will have the opportunity to showcase your skills and work with a dynamic group of professionals dedicated to promoting our institution to a global audience. As an English native speaker with knowledge of WordPress, you will play a crucial role in developing our website content, crafting engaging marketing materials, and helping to shape our brand voice. If you're excited about the prospect of working in a vibrant international environment, we encourage you to apply today!

### **Who we are looking for:**

Our school is seeking a talented and creative copywriter to join our marketing team. The ideal candidate is an English native speaker with a passion for crafting compelling copy that resonates with our target audience. The role involves producing high-quality copy for various mediums including website content, blogs, social media posts, email campaigns, and advertising materials. In addition to exceptional writing skills, the candidate should have experience with website content administration and a good understanding of storytelling techniques.

### **Main responsibilities:**

- Write clear, engaging and persuasive copy that reflects our brand's voice and tone
- Utilize AI tools to support content creation and optimize copy for search engines
- Create and edit website content on WordPress CMS
- Work with designers to create content that is visually appealing and enhances the user experience
- Develop a deep understanding of our target audience and create copy that speaks to their needs and interests
- Conduct keyword research and using SEO best practices to optimize website content for search engines
- Collaborate with the university website development team to ensure that the website is user-friendly and accessible to all audiences
- Collaborate with other members of the marketing team to ensure that copy aligns with the overall marketing strategy

**Profile:**

- Bachelor's degree in Marketing, Communications, or related field
- 3+ years of experience as a copywriter for SEO/website content/marketing
- English native speaker with excellent written and verbal communication skills
- Strong understanding of SEO and website content administration
- Proven ability to write effective and compelling copy for a variety of mediums and audiences
- Good knowledge of storytelling techniques and ability to incorporate them into copy
- Familiarity with AI tools and willingness to learn and utilize new technologies
- Experience with content management systems, such as WordPress
- Ability to work independently and as part of a team, manage multiple projects simultaneously, and meet tight deadlines.

If you are a creative and results-driven individual who has a passion for writing and SEO, we encourage you to apply for this exciting opportunity.

**We offer:**

- Multicultural, international environment
- Possibility of personal development (taking university courses free of charge)
- 5 weeks of paid vacation per year
- 5 sick days per year
- 1 hour lunch break included in working hours (for the full time job)

Interested candidates should send their CV and a cover letter to Lucie Kacovská at [lucie.kacovska@aauni.edu](mailto:lucie.kacovska@aauni.edu). The review of the applications will start after the 11th of May 2023 and will continue until the position is filled. It is expected that the selected candidate will assume the position as soon as possible or upon agreement. For more information about the University, visit the website of Anglo-American University [www.aauni.edu](http://www.aauni.edu)