



White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Four years White Globe is already servicing more than **1000 clients** across the globe including **more than 50 Fortune 500 Companies**. Right from its inception, White Globe has won several Industry leading accolades like **"The Company of the Year 2019"**, **Best in Translation and Localisation-India, Corporate Excellence Award, UK.** **"The Most Admired Language Service Provider in India, CEO of the Year 2019 etc.**

White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills

White Globe has created a sub brand for Multi-media Localisation business "**Alpha Hat Global**" to bring strategic focus on Video/Animation Creation and Video/Animation Localisation for Corporates. The Multi-media localisation team will nurture and build this business in a separate Line of Business/Division/Vertical. We believe remarkable talent, enthusiasm, and creative thinking add up to great work. We're looking for a creative thinker with excellent writing and research skills to help us elevate that work as copywriter. As a member of the creative team, our copywriter will write and edit copy for a variety of projects (including print, web, mobile, video, and social media), working closely with the sales and design teams to brainstorm ideas, create concepts, and develop messaging. Thorough research and interviews will be required to understand each client's industry, products/services, branding, and marketing goals. The most successful copywriter will be a quick learner with a versatile writing style.

Please visit: www.whiteglobe.co.in Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: Multi-media (Alpha Hat Global)

Location : Mumbai

Position Title: Copy Writer

Reporting To: SBU Head- Alpha Hat Global

I) Position Summary

Key Objective / Purpose of the Job:

- Thrive in a fast-paced, collaborative environment with a high-volume workload often requiring short turnaround times
- Continually raise the bar on creativity, writing fresh copy that connects with the desired audience and drives action
- Comfortably vary voice, style, and other characteristics demanded by the industry, company, or target audience at hand
- Maintain up-to-date knowledge of communication and client-related industry trends
- Stay updated on appropriate style guidelines and brand voice for consistency in messaging
- Interpret creative briefs to develop and produce creative concepts through execution on assigned brands
- Research and understand the client's needs and target audiences, through online searches, reviews of



existing research, interviews with subject matter experts, and in-person meetings

- Write original copy and edit content for a range of corporate marketing and communications materials
- Collaborate with a team of account managers and creative staff from concept development to delivery of final product
- Present copy concepts and final deliverables to internal team, and to client representative as needed, and participate in client pitches on occasion
- Revise copy based on internal and client feedback/direction
- Collaborate with designers, Marketing and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages)
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach
- Source images and other content
- Produce creative ideas for digital campaigns as well as individual pieces of communication such as emailers, banners, etc.
- Lead static creative development for all performance marketing campaigns
- Strong writing skills — ability to teach others to become better copy / script writers
- Independently develop content with an emphasis on websites, blogs, social media and other digital platforms

II) Person Specification:

<p><i>a) Essential Qualifications:</i></p>	<ul style="list-style-type: none"> • Bachelor's degree in Journalism, English, communications, or related discipline • Proficiency in Microsoft Word, Excel, and Adobe Acrobat Pro • Sharp writing skills and experience developing copy for large cross-channel and/or direct-marketing initiatives across media • Deep understanding of various social and digital media platforms
<p><i>c) Work Experience</i></p>	<ul style="list-style-type: none"> • Minimum 3-5 years professional copywriting experience with solid portfolio of work • Experience Social media or content marketing experience a plus • Proofreading experience and familiarity with standard style guides • Experience working with content management systems, WordPress, etc