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# STICKY RICE

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CONTENT THAT STICKS



## CREATIVE COPYWRITER

Sticky Rice is looking for a Creative Copywriter to join our team and work on some of top accounts of the agency.

- Department: Content team
- Full-time (5 days/week)
- Min. Experience: 1 year

## THE JOB

We are looking for a Creative Copywriter to develop and write clear, concise and engaging copies for social media ads and posts. Your words will inform, provoke and excite target audiences.

As part of the content team, the Creative Copywriter will handle a portfolio of accounts and develop their social media tone of voice and identity. The Creative Copywriter is a highly motivated individual with experience and a passion for words with the ability to be playful, subtle and use calculated humor, to create viral social media campaigns.

## MISSIONS

- In charge of a portfolio of clients on Social Media (Facebook, Instagram, Twitter, Line, LinkedIn etc.)
- Write clear, attractive copies with a distinct voice for social media brands (i.e. ads, blog posts, slogans, captions etc.)
- Brainstorm visual and copy ideas with other members of the creative team
- Develop creative ideas and turn them into viral campaigns messages
- Be bold, different and provide never-done-before ideas
- Collaborate with Account Manager and Content Director on copywriting briefs
- Make content visually appealing
- Benchmark existing competition and keep in touch with current trends on Social Media



## QUALIFICATIONS

The Creative copywriter create social media copy that will potentially be read by millions of people. He/she needs to be innovative and detailed-oriented while having a real passion for words and digital campaigns.

- Minimum of 1 year experience as a Copywriter with a solid portfolio
- Excellent writing, editing and proofreading skills in English and Thai
- Strong knowledge of digital content strategy and creation
- Be highly creative and imaginative, and curious about clients' products or services
- Understand the different language styles that appeal to various target markets
- Excellent knowledge of social media trends
- Ability to work in teams and under pressure
- Have an eye for detail
- Be responsive and respect deadlines
- Always push your creativity and be innovative

We love originality, creativity and anything out of the box! If you feel like sometimes you don't belong to human kind, then you definitely belong to Sticky Rice!

APPLY

[info@wearestickyrice.com](mailto:info@wearestickyrice.com)

