

Cornett

JOB DESCRIPTION | Copywriter

Around here, **Copywriters** do more than write. They're idea generators, question-askers, fact-checkers, researchers and proofreaders. They know our client brands inside and out. They make connections between concepts, departments and culture, and they put out a ton of smart, creative work as a result. If you're curious, collaborative, prolific, and comfortable jumping between brands, voices, and projects, let's talk.

WHAT WILL YOU DO?

- Write everything, big and small: headlines, body copy, site copy, billboards, video scripts, banners, landing pages, social ads, emails...
- Work with the creative team to come up with concepts for campaigns and initiatives
- Work with Account teams and Producers to keep projects on-brief and on schedule
- Collaborate with art directors, designers, and developers from job initiation to campaign launch
- Independently manage multiple projects, sometimes for different brands/industries
- Potential for managing more junior members of the copy team
- Clearly and confidently present work to internal members of the team, including creative leads, account team members, and partners
- Participate in client presentations (when appropriate), verbalizing the thoughts behind the idea while tying it back to the communication objective

WHAT SHOULD YOU HAVE?

- 3-5 years of experience in a similar role at an agency is preferred
- Great organizational and interpersonal skills
- A knack for smart, sharp writing

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- A strategic, creative mind
- A drive for excellence in a fast-moving and ever-evolving environment where everyone is expected to be hands-on

WHAT DO YOU GET?

- 401k
- Health Insurance (PPO & HSA Options)
- Dental and Vision Insurance
- 15 days of PTO a year
- Free parking
- Salary based on experience

ABOUT CORNETT

A 4-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 5 years running.

We're a collective of fun-loving, intelligent, imaginative, driven and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up every day and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

Our goal is to be an agency where any brand can come to us, with any audience and any challenge, and we're able to deliver and connect culturally beyond their wildest expectations.

ABOUT LEXINGTON

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If you've been to Lexington, you love it. If you haven't been, you will. A beautiful, culturally rich place full of good people. For a mid-sized city, we have an oversized but tight-knit creative community that permeates everything—food, art, bourbon, music, industry. A little bit Southern, a little bit Midwest, making for a vibe that's unique but the best of everything.

We're surrounded by rolling hills and gorgeous horse farms, with a thriving, bustling and constantly evolving downtown. Within a short drive, you can see where the Bluegrass kisses the Appalachian Mountains. You can chase waterfalls. You can hike into absolute seclusion. And you can explore the Red River Gorge, one of the best-kept geological wonders in America.

Not to mention, the cost-of-living makes you feel like you're getting away with something.

Like we said, there's a lot to love about our big little city.

WHO'S IN CHARGE HERE?

Position reports to the designated Creative Director.

This position is Hybrid (Lexington, KY preferred but open to Remote for the right candidate).