

Copywriter – Paid Advertising & Conversion (Compliance-Focused)

Reports to: Client Strategist

Type: Freelance / Part-Time (per project or monthly retainer)

Location: Remote

Focus Areas: Meta ad copy, landing page messaging, email/SMS follow-ups

Role Summary

Jaguar & Fern is a premium, strategy-led marketing firm serving high-growth healthcare clinics. We work in regulated verticals, which means every word we publish must be compliant, respectful, and aligned with platform policy and brand tone.

We are not hiring someone to generate AI content or experiment with edgy messaging. We're hiring a copywriter who **understands the weight of their words**.

You will be responsible for producing high-performing, conversion-focused copy using our internal content library — and ensuring that every asset you submit is safe to publish. You are the final check. If it goes out and it's offensive, misleading, or flagged, it's on you. And you take that responsibility seriously.

What You'll Own

- Write ad copy, landing page hooks, and follow-up messages using J&F's proven frameworks and copy library
 - Tailor existing copy assets for each client's brand tone, service type, and demographic
 - Own final compliance and brand tone checks — confirm all copy is safe, approved, and platform-compliant before submission
 - Stay aligned with Meta's advertising policies and healthcare messaging do's/don'ts
 - Raise red flags before an ad gets rejected or a line crosses into unsafe territory
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You're a Fit If You...

- Have written performance copy for compliance-sensitive industries (e.g. healthcare, wellness, aesthetics)
 - Understand that compliance and tone aren't "someone else's job" — they're yours
 - Take pride in submitting copy that needs minimal edits and zero escalation
 - Can explain why a certain phrase might feel risky or off-brand — and proactively fix it
 - Know how to write clearly and persuasively without making unverified claims
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This Role Is Not a Fit If...

- You write first, check later — or expect someone else to vet your work
- You rely on ChatGPT to generate your output and expect to be paid for minor edits

- You're uncomfortable taking full responsibility for what you deliver
- You expect unlimited time to produce work that draws from pre-built materials

Turnaround Expectations

We run on fast, clean delivery — this is a structured agency environment, not longform creative.

Deliverable Type	Turnaround Time (Business Days)
Ad copy only (1–3 variants)	1–2 days
Landing page hooks or CTA sections	1–2 days
Follow-up SMS/email messages (1–3)	1–2 days
Full bundle: ads + landing + follow-up	3–4 days max
Urgent edits (e.g. compliance update)	Same day (when flagged)

Final turnaround deadlines are defined in each brief. Delays without notice may result in replacement.

Tools Used

- Notion – content library access, briefs, QA checklists
- Slack – async communication
- Google Docs – copy delivery
- Meta Advertising Policies – for reference and review

Logistics

- Freelance / project-based or retainer
- Paid per copy bundle (typically: ads + landing + email/SMS)
- All assignments expected to follow structured naming and approval workflow in Notion