

CELEBRATING



20 YEARS

BLUEION

# We're Hiring a Senior Creative Writer

**BLUE ION IS LOOKING FOR A SENIOR CREATIVE WRITER TO JOIN OUR CHARLESTON, SC TEAM.**

This is a senior position, which means you will come to us with 5-10 years experience and start contributing immediately. If you are a strong conceptual writer, able to develop high level, strategically sound brand stories, then we'd love to hear from you.



## Some Things You'll be Doing in This Position

### BRAND STRATEGY

From stakeholder interviews to on-site tours, from primary and secondary research to competitive analysis, you will participate in a full immersion into the world of a clients' brand. Then, working with our brand strategy team, you'll help craft a strategically sound communication plan for implementation across an array of mediums and platforms.

### BRAND STORY

Next, you will articulate that communication through a creative, over-arching brand story. A story that speaks to the spirit and soul behind the brand and its community. A meaningful, emotional and defining brand story from which, headlines, taglines and captions can be generated.

### CAMPAIGN DEVELOPMENT

Lastly, you will lead the charge on migrating the brand story into an array of marketing and advertising applications. From

websites to print, from environmental to digital advertising and social platforms, you will direct the voice and tone of brand campaigns for a variety of local, regional, and national product and service clients.

### PRODUCTION LEADER

You should already be comfortable working and collaborating with internal and external teams (clients, designers, programmers, writers, photographers, etc). This is your chance to further refine these skills by developing strong, long-term internal and external team relationships.

### CLIENT COMMUNICATION

In some cases, you'll be in a client-facing role where your opinion and leadership are requested—and required. You'll become comfortable reporting to clients on a regular basis, from campaign planning and setup to monthly reporting—wins, losses and "where do we go from here".

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## What a Top Candidate Will Have

We're interested in the right person that fits our core values:

### TAKES THE INITIATIVE

For us, this means being willing to jump in and do the work that needs to be done to move a project, initiative, or process forward, regardless of your role. If you know clearly what the need or goal is, act on it. And know that alongside you are a bunch of folks ready and willing to do the same.

### CREATIVE APPROACHES

People come to us to solve problems creatively. That means we strive to meet challenges with curiosity, knowing it can and will inspire and drive solutions. We're brave enough to embrace what's different, to take a fresh look at our work, and always seek out new ways of tackling challenges—in our work and the world.

### STOKES THE FIRE

As people who are passionate about what we do, we come at the world with a special kind of fire and drive. That fire and drive inspire us to do work that pushes boundaries and explores new territory. It inspires us to consistently sharpen our skills, to grow creatively, professionally, and personally, and go beyond where and what we think is possible.

### CARE FOR THE LARGER CAUSE

Behind every client and every project we encounter, there are people working hard to reach their goals, build their businesses, and provide for their families and communities. The work we have the opportunity to do often has the ability to help clients reach their goals, build businesses, increase awareness and understanding, create meaningful, enduring connections, and be part of a greater cause or higher order purpose. That's what drives us.

### CULTIVATES UNDERSTANDING

We believe in respect for one another, our clients, our work, our community, and ourselves. We communicate honestly, directly, and clearly—always with a goal of mutual understanding and problem solving – even and especially when challenges arise. Not only does this help us grow as individuals and as a team, it's a skill that helps us better convey our thoughts and strategies to clients, teammates, and others.



**We're a full service marketing agency based in Charleston, SC and Greenville, SC. We opened our doors twenty years ago, and today deliver a full array of marketing services to a mix of national, regional, and local brands.**

We've developed an open, creative, and fun environment where everyone can expand their skills and reach new heights. We're currently at 21 full-time employees and enjoy being a mid-sized and tight-knit group with room to grow.

**Sound like a  
perfect match?** 

Email your cover letter, resume and/or links and project samples to [woody@blueion.com](mailto:woody@blueion.com)

