



JOB ID: Copywriter

Gwaga in Burundi is looking for a Marketing Copywriter to create compelling and effective copy for marketing materials.

The ideal candidate will have experience in marketing, strong writing and editing skills, and a deep understanding of local generational communication trends (ex: how do Gen Z people communicate between each other).

Responsibilities:

- Create compelling and effective copy lines for marketing materials, such as taglines, and social media posts, radio scripts, storyboards, etc.
- Work closely with the agency's account executives to understand the clients' needs
- Stay up-to-date on industry trends and best practices in marketing copywriting
- Conduct market and customer research to understand the target audience and create relevant and engaging copy
- Edit and proofread marketing materials to ensure accuracy and consistency

Creative Director Requirements:

- 2-3 years of experience in writing in French
- Strong writing and editing skills, with a portfolio of writing samples in French
- Familiarity with data analysis and reporting tools, such as Google Analytics
- Excellent communication and collaboration skills, with the ability to work effectively with a team
- Flexibility and adaptability to change
- A desire to learn and grow in the marketing copywriting field

How to apply:

Interested candidates can apply by sending a updated résumé and cover letter on info@gwaga.bi by February 23rd at 5PM.