



Healthcare Success (HS) is seeking a Senior Copywriter or to join our growing Creative team. Reporting to the Executive Creative Director, the Senior Copywriter plays a key role in the development of creative strategy and execution. The ideal candidate is a self-starter with the ability to manage multiple projects in a fast-paced work environment. The Senior Copywriter is responsible for the development, execution, and optimization of concepts throughout all phases of a project.

#### Required Skills & Experience:

- Works independently and with the Art Director to ideate and execute concepts, copy and content (for promotional and educational purposes) that are creative and consistent with brand strategy
- Presents work with knowledge and flair; defends work with logic, creativity and (appropriate) passion
- Takes an active interest in clients' market and develops a sound knowledge of clients' product and target audiences
- Analyzes and researches scientific or medical data, including clinicals and scientific platforms, and makes recommendations regarding use of this data to enhance marketing advantages for specific products and services as well as disease awareness
- Transforms complex material into crisp, easy to understand stories
- Knows how to review copy of a technical or medical nature to assure accuracy of content
- Demonstrates the ability to review existing materials, gather appropriate in-house resources, and identify further research needs to begin a project
- Follows through on original concepts with clear, concise and convincing copy that is both grammatically and materially sound
- Delivers work within budget and time parameters
- Maintains responsibility for project through proofing, reviewing and signing off on all revisions and production phases
- Work well with internal team members and external clients

#### Desired Experience:

- Must have at least 5 years healthcare, health and wellness experience (pharma experience preferred)
- Must demonstrate conceptual as well as executional skill
- Must be a confident presenter
- Experience across a wide variety of specialties, conditions, types of healthcare clients a plus (hospitals, health plans, pharma, health tech)

- Diverse experience across patient, caregiver, healthcare provider, healthcare B2B related tactics desired
- Deep understanding of digital copywriting and digital best practices in addition to traditional – websites, landing pages, social media, email, blogs, etc.
- Must submit electronic portfolio or website to be considered

Healthcare Success is committed to considering all candidates regardless of their gender, sexual orientation, race, age, socioeconomic status, religion or disability. Applicants who require accommodation in the job application process may contact [jmancino@healthcaresuccess.com](mailto:jmancino@healthcaresuccess.com).