

**Job Title: Jr. Copywriter / Copywriter**

Employment Status: Full-time

Company Name: Backspace International Ltd.

Job Location: Nikunja -1, Dhaka.

Working Days: Saturday to Thursday

Probation Period: 3 - 6 Months

Working Hours: 9:00 AM to 6:00 PM

Vacancy: 2

**Organizational Overview:**

Backspace is an innovative Media Tech that has developed platforms to provide efficiencies and effectiveness in the growing information media sector. The organization is contributing to the evolving media and communication, as well as the growth of sectors within the wider Media Tech umbrella.

**What You'll Do:**

- Keep on the pulse of the latest social media content best practices and trends.
- Write copy for a variety of media including social, print, video, and online edit and Create written communication that effectively expresses and sells marketing campaigns both internally and externally.
- Ensure a consistent brand story, for both visuals and voice, across creative efforts.
- Research, Ideate and implement creativity that aligns with annual strategies, short-term campaigns, and always-on content to drive engagement and achieve established success metrics.
- Work with Business Development, Account Management, and Clients to develop monthly social content calendars, among other deliverables.
- See projects through the whole creative lifestyle, from inception to deployment

**We are expecting from you:**

- You don't need to have a bachelor's degree in Marketing/media or communications, you can apply if you have:
- 6 months to 2 Years of experience in copywriting and in a creative agency.
- Passion for digital culture and marketing.
- Understanding of best practices for social, digital, and print media.
- Strong written and verbal communication skills, including effective presentation skills and the ability to adapt voice and tone from brand to brand.
- Strong attention to detail.

**Remuneration Package:** Attractive remuneration will be offered to the suitable candidate.

**Why You'll Love Working Here:**

- Our culture is the most important thing we offer: a place to do your best work and a chance for your voice to be heard in a democratic environment as we shape a high-growth space.
- Two annual festival bonuses
- Annual Salary Evaluation
- Privilege Leave bonus
- Performance bonus
- Paid Holidays
- Snacks and Beverage
- Indoor Games
- Picnic & Refreshing Tours
- Enablement program and soft skill training to support internal career growth and development
- Monthly and quarterly team-building events
- Reward and recognition programs

**Application Instruction:**

Interested candidates who are confident and have the necessary experience should send their updated CV and recent photographs to the email address listed below. Please include the job title in the subject line.

Email: [career@werbackspace.com](mailto:career@werbackspace.com)