



white rivers media®

## **JOB DESCRIPTION**

### **Sports Copywriter**

#### **Key Requirements**

- 1-3 years of full-time copywriting experience at a digital or integrated marketing agency.
- Strong conceptual thinking and ability to craft engaging, concise, and creative copy.
- Excellent command of the English language and communication skills.
- Passion for sports such as cricket, football, and track sports and others with an understanding of the culture and trends.

#### **Key Responsibilities:**

- Conceptualize and create high-impact sports content across multiple platforms.
- Craft engaging short-form copy for social media, marketing campaigns, and digital assets.
- Be receptive to creative inputs and process feedback to deliver error-free output
- Collaborate with designers, supervisors, and team members to bring creative ideas to life.
- Write compelling marketing materials that effectively communicate the value of sports brands, products, and events.
- Minimize revisions through a strong understanding of brand objectives and audience insights.
- Stay updated on sports trends to produce relevant, real-time content.
- Participate in training and workshops to enhance writing and creative skills.

 **HQ :** First Floor, Sahney Compound, Opp Neelkanth Business Park, Ghatkopar West, Mumbai, 400086

 **Delta :** 20th Floor, Lotus Corporate Park, off Western Express Highway, Goregaon, Mumbai – 400063



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