

Copy Writer - Marketing Management

Job Title	Copy Writer		
Division	Sales and Marketing Division		
Department	Marketing Department		
Section	Marketing Management		
Location	Head Office	Direct Reports	
Reports To	Marketing Manager	Version Number	1
External Relations		Guide Number	7130
Internal Relations	All departments	Job Code	

Basic Function

Write articles, product descriptions, sales pages, email campaigns, and other types of content that help businesses to reach their target audience and achieve their goals.

KEY Responsibilities

Core

- Developing and writing copy that is clear, concise, and persuasive.
- Proofread the content within the artwork.
- Editing and proofreading copy for accuracy and consistency.
- Staying up to date on trends in marketing and advertising.

General

- Creates persuasive content for marketing and advertising purposes. They write everything from website copy and social media posts to product descriptions and email marketing campaigns.

EHS

- Coordinate and Participate in the departmental EHS system activities including hazard identification, safety awareness and procedures implementation, waste management, environmental aspects identification, and EHS audits
- Actively participates in the development and implementation of EHS objectives & programs
- Participates in the emergency response plan
- Actively participates in the EHS audits / inspections. Take a major role in incident reporting & investigation
- Coordinate and participate in the paper and other recycling programs

Business Continuity

- Attend and actively participate in all business continuity training and awareness programs.
- Understand the facility's business continuity plans and procedures.
- Act according to the emergency response procedures during drills and actual events.
- Report any observed risks or potential threats to the continuity of operations to the designated officer.

- Adhere to data protection policies to ensure the integrity and confidentiality of sensitive information.
- Acknowledge roles and responsibilities during an incident to ensure effectiveness by understanding the business continuity programme.
- Recognize an incident or crisis.
- Alert incident or crisis responders (including emergency responders as appropriate).
- Escalate action to the incident or crisis management team.
- Respond appropriately to specific threats.
- Respond appropriately when evacuated from the site.

Competencies - Professional and Technical	
Behavioral Competencie	
Analytical Thinking	Level 3
Communication	Level 3
Continuous Learning	Level 3
Technical Competencie	
Marketing and Digital Marketing Knowledge	Intermediate
MS Office (Excel, Word, PowerPoint, Visio, Outlook) Knowledge	Intermediate

Competencies – EHS
<p>Knowledge of basic environment health and safety requirements</p> <p>EHS corporate objectives awareness</p> <p>Awareness of EHS requirements in the QEHS management systems</p> <p>Have attended EHS awareness training (if applicable)</p> <p>Awareness of Environment Health Safety incident reporting</p>

Organizational Competencies
<p>Beginner</p> <p><i>*Refer the Organizational Competencies Dictionary in GUIDE (Doc# 6244)</i></p>

Decision Making
Correct action according the authority limited.

Key Performance Indicators (KPIs)
Abide by the goal setting forms (Individual KPI'S) of the current financial year

Qualification : Education and Experience
<p>Bachelor's Degree (Preferred specialization in their field of work).(Those in finance/ accounting jobs must be a CPA or equivalent. & or Any specialized positions like Pharmacist, Brand Advisor etc. must have degree in their specific field), Post graduate degree an advantage. At least four (4) years of relevant work experience, 2 years of which should be in Supervisory capacity, preferably in the same industry.</p> <p style="text-align: center;">or</p> <p>Diploma, certificate courses with over 4 years industry experience of which at least 2 years has been in Level-05 position</p> <p style="text-align: center;">or</p> <p>Diploma, certificate courses with over 5 years industry experience of which at least 2 years has been in Level-04 position</p> <p><i>*Note: Industry Experience wherever its applicable</i></p>

Date Of Release

Prepared By:	Reviewed by:	Approved by:	Endorsed by:
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Updated by:	Date:	Approved by:	Date:
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Employee Name:

I hereby confirm my utmost commitment in fulfilling all the requirements including above and any amendment to this document.

Management reserves the right to amend the Job description at any time without prior notice.

Signature:	Date: