



Copywriter

About Diamond C:

Founded in 1985 by Kim and Mike Crabb, Diamond C has grown from a small, local manufacturer to a 800+ team members strong company. Today, Diamond C is still a family-owned and operated company in Mt. Pleasant, TX, Diamond C continues to strive to produce innovative, feature-rich custom trailers while promoting the well-being and success of its team members, customers, and community abroad.

Overview

At Diamond C, our purpose is to fuel the growth and success of our team-members, customers, and community abroad. We're committed to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. As the Copywriter you will report directly to the Marketing Manager, Nikki Hatfield. In this role, you will assist the marketing & sales team. The ideal candidate will have to build effective relationships with leaders across the business and have a strong focus on our foundational “Do Work, Love Strong” culture.

This position is in Mount Pleasant, TX.

Duties/Responsibilities:

- Writes advertising copy to be used in broadcast or published media whether in print or digital format.
- Is responsible for the copy output of the brands for which he/she is responsible. Works in close collaboration with counterparts in the Marketing department. Is expected to complete work in a timely fashion and within budgetary parameters.
- Develops slogans and copy to persuade the target audience to purchase Diamond C Trailers products or services.
- Meets with internal and external clients to understand the intended audience and the message the company wants to communicate.
- Presents ideas to clients and modifies them based on feedback provided.
- Oversees the production of advertising materials.
- Ability to adapt to change and make last-minute revisions based on business needs and direction.
- Clear and concise written and oral communication skills.
- Performs additional related duties as assigned.

Required Skills/Abilities:

- Bachelor's degree with major or minor in advertising, marketing, journalism, or English, or commensurate professional experience in those fields.
- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Graphic design experience and software is a plus
- Minimum 2 years of experience in marketing
- Highly proficient with Google Sheets, Slides, Documents, Gmail, Calendar, Slack, and other Google Workspace applications

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.