



SELLMARK®

“BRANDS THAT SELL”



Copy Writer

Sellmark Corporation is a leading manufacturer of outdoor lifestyle products headquartered in Mansfield, Texas. Sellmark’s brands include: Sightmark, Pulsar, Firefield, 12 Survivors, Head Tilt and Southern Crossbow. Our brands and products are found in more than 50 countries and are represented at Academy Sports and Outdoors, Bass Pro Shops, Cabela’s, Dick’s Sporting Goods and other top retailers. Sellmark’s corporate awards include: Inc. 500|5000 Fastest-Growing Companies; Dallas 100™ Fastest-Growing Private Companies; Fort Worth Business Press Top 100 Private Companies and more. Sellmark seeks employees with the ability to contribute creatively in teams as well as work independently to achieve our vision—to be the No. 1 developer of brands and products for the outdoor lifestyle market.

Core Duties and Responsibilities

- Develops creative verbiage for major marketing platforms including campaign ideas, themes and key copy lines
- Collaborates with designers on the message, tone and concept
- Write copy for a variety of Sellmark marketing platforms-social media, advertising, sales collateral, packaging, labeling, promotions, rewards and incentives, web digital, video etc.
- Responsible for delivering a work product that is on target and aligned per established creative briefs, project schedules and branding standards
- Collaborates with colleagues across Marketing, Sales and Product Development on goals, strategies, messaging and timelines
- Research and study products or services to decide the main selling features
- Continuously evaluate and assess industry and relevant content
- Discuss theme, style and length of copy with advertisers or management, to determine the most suitable approach
- Write all copy to support consumer communication efforts (solicitation, email, website)
- Establish strong relationships across departments and an understanding of client needs, the consumer experience, marketing strategy and operational capabilities

Required Skills and Attributes

- Bachelor’s degree preferred (Communications, English, Journalism, Advertising or applicable combination of education and experience)
- Minimum 2 to 5 years in a creative environment (corporate or agency) as a copywriter, preferably with experience writing copy for a consumer products business
- Must demonstrate a knowledge of creating brand content and identity
- Must demonstrate excellent written and verbal communication skills
- Organizational-time management skills
- Proven ability to proofread and copyedit, strong attention to detail
- Enthusiasm for shooting sports and outdoor lifestyle industry; its products, marketing, advertising, culture and trends
- Military background a plus
- Resourceful, adaptable and dependable
- Responsive to feedback
- Local DFW candidates only-no relocation assistance available

Competitive Compensation, Benefits and Training

- Base salary \$35K to \$40K Depending on experience
- Paid vacation, medical Insurance and 401K

Send resumes and a cover letter to: employment@sellmark.net or fax (817)394-1628

