

JOB WATCH
COPY WRITER (GRADE: A1)

Databank is the leading investment Firm in Ghana. Our mission is to help Ghanaians achieve financial independence by providing financial literacy and offering a diverse range of investment products and services. This leadership role has been driven by proven investment expertise and a strong sales and marketing team. Databank offers investors a range of products and services that include wealth management, institutional funds management, Pension funds management, brokerage services, corporate finance and research services.

As part of our strategy to reach every Ghanaian household with a Databank Investment Product, Databank is looking for a **Copywriter** who will be responsible for developing campaign materials, fund communications, regulatory materials, executive communications, print advertising and other related projects.

Interested applicants should please send an application letter and CV to careers@databankgroup.com by close of business on **April 24, 2019** with the subject "Copy writer". **Only short-listed candidates will be contacted.**

Job Purpose & Summary:

Support the achievement of the Firm's Sales and Marketing strategy by developing campaign materials, fund communications, regulatory materials, executive communications, print advertising and other related projects.

Summary of Duties and Responsibilities:

1. Writing/copyediting

- Create and deliver results-oriented communications materials
- Ensure necessary editorial changes are incorporated in a timely manner
- Adhere to Databank brand standards and consistently apply corporate style
- Work with graphic designers to execute on creative briefs
- Proofread and copyedit a wide variety of marketing and advertising materials, checking for accuracy, consistency, grammar and spelling

2. Develop content for social media sites

- Create content for feeds and spark discussions on our various social networking sites
- Interact with customers and followers in real time on our various social media platforms by answering questions, offering solutions and mediating conversations
- Integrate promotions, public relations, events and other activities
- Analyze and provide insights of social media campaign results
- Be the online brand evangelist and ensure engagement of the brand users 24/7

3. Creative strategy

- Actively participate in creative brief meetings and brainstorming sessions
- Help promote creative thinking – stay abreast of new trends in the industry, report back to the group and try to incorporate in day-to-day role
- Support our creative culture

4. Relationship management

- Build and maintain relationships with internal partners, with a focus on client-facing teams
- Use your network to identify opportunities, gather innovative and forward-thinking ideas from our internal and external relationships and seek input to problems, with a view to sustaining service excellence
- Solicit ideas and opinions to help form specific decisions or plans
- Publicly acknowledge work done by fellow team members; encourage and empower others, offer constructive feedback to them as appropriate
- When required, challenge team thinking and process by presenting new ideas in a compelling and collaborative manner
- Undertake any other related responsibilities as assigned by the CMO

Job Specification

- Minimum of a Bachelor's Degree/Diploma in Communications, journalism or related discipline.
- Previous experience writing and editing marketing communications material.
- Completion of the Ghana Stock Exchange Securities Courses will be an advantage.

Technical abilities/other specialized skills

- Understanding of financial markets, investment concepts and issues
- Must be able to understand and communicate effectively on investment issues
- Ability to leverage understanding of Marketing and the sales process to create marketing communications that address the target audiences' needs
- Understanding of idea-driven creative as it pertains to the development of campaigns and advertising
- Understanding of Databank's products and services
- Proficiency in MS Excel, MS Word, MS PowerPoint
- Strong communication, research, problem solving and presentation skills
- Ability to think critically and conceptualise
- Ability to collaborate and manage relationships with internal partners
- Ability to build rapport and trust with colleagues
- Proven problem solving and interpersonal skills
- Analytical thinking
- Client service orientation

Skills/Competencies

Communicate effectively and respectfully

- Must be able to take personal responsibility for correcting problems
- Must be able to accept feedback without becoming defensive

Strong execution

- Must have the ability to respond appropriately to situations at hand
- Must have ability to handle multiple tasks, processes information, and addresses numerous client needs or conflicting demands without losing track of them.

- Must be able to prioritize and balance daily priorities.
- Must have the ability to maintain a strong sense of urgency under stress

Results orientation

Must be able to make specific changes in the system or in your own work methods to improve performance. Examples may include doing something better, faster, at lower cost, or more efficiently; or improving quality, client satisfaction, morale, or revenues, without setting any specific goal.

Information seeking

Must be willing to ask probing questions to get at the root of a situation or a problem, or a potential opportunity below the surface issues presented. Calls on others who are not personally involved, to get their perspective, background information, experience, etc. Does not stop with the first answer; finds out why something happened

Working Conditions

Extended business hours may apply to meet critical deadlines

Only shortlisted applicants will be contacted.