



**TITLE:** Copywriter  
**LOCATION:** San Francisco, CA

**THE OPPORTUNITY:**

Hint®, one of the fastest growing beverage companies in the market is seeking a Copywriter to join our Ecommerce team. The Copywriter will deliver copy and content for creative materials across all Ecommerce/DTC marketing channels to ensure assets are consistent with overall brand guidelines while maximizing consumer response and revenue.

This person will work with the Creative Director to identify our marketing needs, develop new materials and carry it through to fulfill these needs. This work will promote brand awareness and support customer acquisition and retention efforts. The copywriter will help develop materials across multiple media platforms including social media, digital and web including landing pages, email campaigns, banner concepts, online newsletters and advertising

We are located in the Union Street District in San Francisco. Competitive salary and bonus offered. No relocation. Healthcare benefits 100% paid for by company, FSA, 401K (regular and Roth), gym stipend, snacks and LOTS of water! Free parking at the Marina Green, or accessible by MUNI.

**WHAT WILL YOU DO?**

- Write copy for predominately an online environment including text link ads, banner ads, advertorials, emails, landing pages and site content
- Write and edit accurate, concise, and highly readable copy for new and existing products to drive response, enhance the client's/customer's/user's online experience, promote key offerings and support brand positioning
- Write merchandising copy for various online campaigns, including coordinated email and display ad copy
- Brainstorm on strategic initiatives ranging from seasonal concepts to quick turnaround market response projects
- Develop and produce electronic content and recommend usability improvements (content clarity, brevity, calls to action and streamlined online navigation)
- Work with the digital team to address challenges in displaying and integrating optimum content
- Utilize knowledge of simple HTML markup elements such as bold, headlines, lists and anchors a big plus
- Collaborate with other Digital Group colleagues to develop merchandising copy to drive traffic to and improve conversion of various micro sites, landing pages, etc. (from paid search, affiliate marketing, etc.)
- Establish collaborative relationships with product and internet marketing teams
- Enforce and follow established style guides to ensure high editorial standards
- Ensure that web content meets established editorial, quality and industry standards for web usability and accessibility
- Contribute to the production and editing of copy from cross-functional teams (social media, print, marketing) as needed
- Edit and proofread copy as needed for grammar, style and consistency of brand messaging/company guidelines
- Strategize and propose development and integration of new copy to optimize existing content according to the leading industry standards and in order to increase performance

**WHO WILL YOU WORK WITH?**

- SVP, eCommerce

- Creative Director
- Direct to Consumer Team (DTC)/Ecommerce Team

#### **WHO ARE YOU?**

- Bachelor's degree with a communications or related major preferred
- Minimum of 5 years experience as a copywriter in comparable or like industry
- Ability to write web content that drives conversion
- Excellent oral and written communication skills
- Excellent decision making skills and multi-tasking capabilities
- Ability to meet deadlines in a fast-paced and demanding environment, handle multiple tasks simultaneously and keep track of details
- Must be able to keep calm under pressure

#### **WHO ARE WE?**

**hint**® is a refreshing alternative to sodas, juice and other sweetened drinks and it tastes great! We are on a mission to help the world live a healthy lifestyle, both by offering our delicious products for consumption, and by supporting other healthy initiatives. Apparently, we have struck a chord, and our water is popping up in all sorts of places such as Time Magazine, the Academy Awards, on Grey's Anatomy and in the hands of fans such as John Legend, Steven Spielberg and Charlize Theron. **hint** was named one of the "15 Startups You Need to Know for 2015" by Forbes.

Founded in 2005 by former AOL Executive and Award-Winning Entrepreneur, Kara Goldin, **hint**® has expanded to over 16 delicious flavors and 6 flavors of **hintfizz**®, a line of unsweetened sparkling water. We recently introduced our third product line, **hint kick**™, marrying the same delicious fruit-kissed water with a light touch of caffeine! The leader in flavored essence water, **hint**®, and **hintfizz**®, can be found in fine grocery and retailers across the United States such as Whole Foods, Andronico's, The Fresh Market, Starbucks and Bristol Farms. **hint**®, can also be purchased online at [www.drinkhint.com](http://www.drinkhint.com) and Amazon.com.

The idea behind **hint** is simple: pure water, nature's original refreshment, accented with fruit essence. No sugar, no diet sweeteners. EVER.

HINT, Inc. is headquartered in San Francisco, California.

[www.drinkhint.com](http://www.drinkhint.com)

**If this sounds like you, please send cover letter and resume to Ally Rubin, at [Allison@drinkhint.com](mailto:Allison@drinkhint.com).** Please include "Copywriter" in the subject line – thanks.

**We look forward to meeting you.**