

Summary

Holderness & Bourne is a fast-growing men's golf apparel brand based in Armonk, New York with a company culture that emphasizes excellence, collaboration and a friendly work environment.

We are seeking a full-time Copywriter to create content for our Marketing, eCommerce, Product and Wholesale teams. The ideal candidate will have a demonstrated passion for golf and apparel and a deep understanding of golf as a sport and lifestyle. This role will be instrumental in ensuring that our brand communication and messaging is cohesive and resonates with customers and industry professionals alike.

The Copywriter will be responsible for creating a wide range of written content including product descriptions, website copy, blog articles, marketing emails and ad copy. The ability to craft clear and compelling verbiage that educates our audience about product features and benefits is essential.

Duties & Responsibilities

- Manage all copy creation, review and approval for digital, marketing and product communication
- Work closely with the product team to understand the product and develop the product story
- Develop copy and training materials for product launches in conjunction with the product team
- Actively participate in marketing campaign concepting, brainstorming and creation
- Make recommendations regarding how best to effectively communicate product benefits throughout the customer journey
- Work with the eCommerce team to develop product, campaign and other web copy
- Create persuasive copy for the website and other interactive media in a timely fashion
- Partner with the eCommerce team and external agency to maximize SEO value of web and advertising copy
- Work with PR partners to write, review and revise press materials as needed
- Work closely with management to develop internal and external messaging when needed
- Perform other responsibilities as required
- Assist with other marketing and eCommerce projects as needed

Required Skills & Experience

- Bachelor's degree in Communications, Marketing or related field
- Minimum 3 years of experience

- Experience writing for interactive media and brand content
- Excellent written and verbal communication skills, with high level of professionalism
- Strong copywriting and grammatical skills
- Excellent organizational skills and strong attention to detail
- Ability to change priorities quickly and manage multiple projects simultaneously
- Ability to learn quickly and effectively translate the brand voice for others
- Expertise with Microsoft Office (i.e. Word, Excel, PowerPoint, etc.) and Google Workspace
- Knowledge of Adobe Creative Suite (i.e. Illustrator, Photoshop, etc.) is a plus
- Experience with web content management systems preferred
- Confident and willing to offer new ideas and perspectives in team meetings
- Collaborate effectively and work closely with multiple teams while maintaining strong relationships with partners across the Company
- Self-directed
- Experience in apparel and in-depth knowledge of golf are essential

Salaries & Benefits

The successful candidate will enjoy a compelling overall compensation package including base salary ranging from \$70k - \$90k based on experience, additional performance-based compensation, full health insurance coverage, 401(k) with employer match, product discounts, and other benefits.

Location / Travel Requirements

This position will be based at our headquarters at 12 Labriola Court, in Armonk, New York. Flexibility to work from home as needed on occasion.

Interested candidates can apply by sending a resume and cover letter to careers@hbgolf.com.