

Copywriter

Position Description and Requirements

Copywriter will be a part of the "Art in Book Form" Festival 2024 October in Barın Han, Istanbul.

Festival Copywriter is a professional who writes clear, concise copy for invitation, press, social media, curatorial thematic texts and marketing materials. They work closely alongside curators, sponsorship team and marketing & content manager to ensure their message is clear.

Responsibilities

- Writing clear, compelling copy for various mediums (e.g. ads, posts, newsletters, festival materials) using the SEO principles when needed to maximize copy's reach for Art in Book Form Festival.
- Conducting thorough research and interviews
- Working with creative professionals to build marketing projects and campaigns by deciding and leading the text based materials on the content.
- Providing the festival's thematic integrity through text based materials.
- Editing and proofreading copy as needed and translating texts in Turkish and English.
- Helping the curators with the exhibition texts by checking the grammar, word choices, comprehension etc.

Will Report to:

Festival Coordinator and Marketing Content Manager.

Will Work With:

Graphic Designer, Curator, Marketing Content Manager, Finance (only If necessary), Sponsorship Director

Who is a Fit For this Position?

A writing enthusiastic that is interested in literature, research, reading and creative writing. Being able to work in a team where understanding concepts, brainstorming, ideas and themes and reflecting them into organized text based concepts skillfully.

Working Hours

The **izole volunteering system** presents a collaboration practice that supports the volunteers of the community while receiving their professional knowledge and skills. Team members that work pro-bono receive project based, personal or long-term creative supports from the izole community. The volunteering agreement starts with a mutual professional service exchange where the izole team's network, collaborators, opportunities and community can provide further for the volunteer team members. The volunteer members decide on the hours they are willing to contribute and the tasks are organized accordingly with the coordinators.

During the Festival Preparation:

The collaboration timeline depends on the izole volunteering or internship programme that is chosen by the applicant. This period is a remote collaboration period

Preferred timeline:

- 3 hours a week
- 1 hours of General Management Focus Meeting
- 0.5 hours Festival Coordinator(s) Meeting

During the Festival:

During the festival period, the Copywriter keeps remote work, approximately 2 hours a day.

After the Festival:

This period can be a remote collaboration period that will take 7 days According to the availability timeline of the Copywriter, regular working hours will be applied for the closing posts on social media.

After the Festival:

This period can be a remote collaboration period that will take 2-3 days

- According to the availability of the Graphic Designer, approximately 2-3 hours per day following days of the festival (post-festival social media and online visual materials of the festival)



Here are some musts:

- Speaking and writing in advanced English and excellent at grammar and writing knowledge.
- Awareness on online content strategy and creation.
- Strong research and creative skills and a collaborative spirit.
- Excellent time-management and organizational skills.
- Basic knowledge of social media platforms and user habits.
- Values diversity, human rights, artist rights and environmental matters.
- Having worked with the text medium on a project or professional basis before.

Here are some good to haves:

- Having interest, regular visits, or experience in the creative fields.
- Experience with SEO.
- Professional experience as a copywriter or related role.
- Having an exemplary text material for the application or completing a trial task with izole.

Type of the Position

This position can be applied for remote and on-spot possibilities, depending on the location and travel restrictions of the applicant.

Short and long term internship: with an internship certification of Copywriter in the Arts and Cultural Festival Management Team

Volunteership: within the izole volunteership model.

**disclaimer: on the on-site days of collaboration, the in city transportation and basic needs of the team will be provided by the izole organisation through the festival period.*

What izole offers

- Gaining insightful experience on assisting and managing a team of 5-10 people.
- Volunteer or internship certification after the collaboration that indicated management and organisation of the International Arts and Cultural Festival of izole Foundation.
- Working with a historical organisation such as Barın Han Having great networking opportunities during, after and preparation of the festival.
- Becoming a member of the izole community and networking system to be presented, offered and referred to on the upcoming projects and searches for the creative industry.
- Mentoring and consulting opportunities for your personal and professional projects during and after the collaboration.

