



Senior Copywriter (Pharmaceutical) – New York City

- Join a dynamic, growing and digitally-focused creative agency
- Position based in New York City, with head office in Sydney, Australia
- Work with blue chip pharmaceutical brands in animal and human health
- Flexible position, will consider full-time and part-time applicants

The opportunity

Orchard Health is growing, and we are looking for a talented **Senior Copywriter** to join our team. You should have solid agency experience with both medical and promotional writing skills. We are in search of a conceptual thinker that can take a big idea from paper to execution with the support of our design team. You will work closely with our strategy and client service colleagues in New York and our Australian-based project management and creative teams to serve the needs of our clients in New Jersey and Connecticut.

Working with a close-knit team that thrives on collaboration, there are no politics, bureaucracy or b*llsh*t. It is an exciting opportunity to be part of a team that aims to liberate brands, transform businesses and make lives better.

Key function

As the **Senior Copywriter** you will be reporting directly to the Associate Creative director. You'll work closely with other members of the creative, strategy, account service and project management teams as well as be responsible for developing relationships with key clients. You will work with them to develop concise, accurate communications mixed with creative flare appropriate to the audience. Your audience will range from healthcare professionals and livestock producers to patients and pet owners.

Specific duties

On a day-to-day basis, it is expected that you will:

- Produce a wide range of outputs from medical education to promotional copy for websites, blogs, articles and print pieces
- Lead the development of conceptual work, to the best of your abilities.
- Translate complex medical and scientific concepts into articulate and concise content
- Become the brand steward for the client
- Understand the purpose, key messages and specifications for each project
- Participate in the editorial process and production of manuscripts from first to final drafts
- Work with the account services team to develop marketing initiatives – participate in brainstorming and workshops to help develop the best solution to meet the client's needs
- Establish and maintain key client relationships (i.e. presenting, discussing, developing or selling in the work)
- Attend project briefing meetings internally and externally.
- Attend meetings or events (e.g. advisory boards) as necessary

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<http://www.linkedin.com/company/orchard-marketing>



- Develop relationships with medical directors/associate directors in client companies, as required
- Maintain awareness of current trends in the pharmaceutical industry
- Help senior leadership develop better working practices that promote higher standards of copy development within Orchard
- Collaborate with creative, strategy, development, account service and project management teams as required,
- Assist in the development of new business pitch presentations and proposals through medical research, concept development and collaboration with other team members
- Assist in obtaining information from authors at the beginning of a project – e.g. commissioning letters, references etc.
- Participate in quality control procedures to ensure that creative work is not sent to clients with errors. Proofread and be responsible for all work to a high standard
- Ensure that all mandatorys and references are incorporated accurately into manuscripts and final artwork
- Show a strong commitment to the Company's core values (Integrity, Collaboration and Curiosity)
- Embrace and respect the Company's community & environmental responsibilities

Required skills and experience

To apply for this role, you should have:

- 5+ years of pharmaceutical agency copywriting experience
- A great portfolio of work to show us
- Exceptional communication skills
- A positive attitude
- Interest in both medical and non-medical writing

If you feel like this is the right job for you then please email your resume or LinkedIn profile to jobs@orchard.com.au



A little about Orchard

Orchard is a creative agency who fuse art and technology to invent better outcomes for business and brands. We work with a number of leading client brands such as BI, MSD, GSK, Electrolux, BT, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's leading agencies in health consumer marketing, with a growing presence in New York.

Sydney | New York

Invent Better – make a difference

Please respect our desire to advertise our roles direct to market. We will no longer accept marketing calls to enquire about our positions, unsolicited resumes, forwarded profiles from LinkedIn or Facebook and reverse marketing of candidates to our HR/line managers.