



Job Description: Copywriter / Concept developer (English native speaker)
Status: Full Time
Location: Amsterdam, The Netherlands

About Spotzer Media Group

Spotzer is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. www.spotzer.com.

We also help our clients plan and buy video spots across multiple advertising media, including television, the web, and out of home TV (location specific, narrowcast networks). We use the latest technologies for targeting advertising to limited geographic areas and well defined demographic audiences. This helps our clients better target their customers and brings efficiency and cost-effectiveness to their video advertising.

Spotzer levels the playing field by giving businesses more affordable video advertising so they can meet the changing needs of their customers and to respond to the marketing messages of their competitors.

We back up our innovative process with a strong customer service team dedicated to helping ensure the success of our client's media campaign.

Position overview:

A conceptual, ideas focused, strategic thinker is required at our agency. You must have a passion for writing and everything creative, have a great sense of humour and the ability to work within a team. This is an exciting opportunity to work within a forward thinking, innovative agency.

The ideal candidate will have strong conceptual and tactical skills and multi-tasking capabilities to work comfortably in a congenial, team oriented agency environment. The candidate has to be a native English speaker, preferably from the USA and have digital experience.

The position will be based in Amsterdam, The Netherlands and reports to the Spotzer Creative Director.

Responsibilities include:

Development and implementation of communication ideas for our unique TV and digital advertising offering.

- Develop concepts for our ad library and supervise production, we use a unique process to develop high quantities of high quality ads
- Provide creative support to our personalisation process; we personalise even higher volumes of ads for our clients in various markets
- Support our efforts to develop new advertising products and formats
- Other duties and projects as assigned

Position Requirements:

The ideal candidate is someone with the following profile:

- Strong strategic and conceptual skills
- Creative bend of mind with strong visualization skills
- An advertising background with Internet Marketing experience
- Quick idea generation, ability to come up with ideas at a drop of a hat
- English native speaker; excellent command over the English language. Expert writing skills, editing and proof reading abilities.

Spotzer Media Group is an equal opportunity employer and offers competitive compensation and benefits.

If you are interested in joining a winning team and believe you could make a difference to our business please e-mail your resume for confidential consideration to jobs@spotzer.com.