

## Our Vision

Arkage believes that creativity and communication can change the future for the better. The world of communication is constantly changing, but the principles by which we carry it out remain constant: respect for people and their time, a passion for valuable communication with a high emotional impact.

Inspired by art and grateful to nature, we are committed to making a positive impact on our Planet. We began this journey at the dawn of the new millennium.

Many new competencies are on board, in an era of fabulously post-digital technology, to express the full potential of communication in the best possible way.

## How does the application process work?

- (1) you complete the application on the website [arkage.careers](http://arkage.careers) (don't forget to submit your [myers-briggs profile](#))
- (2) we get back to you for a first interview (usually within 2-3 days)
- (3) after the first interview, the person responsible for your team (creat/dev/cx, etc) gets involved for a second interview
- (4) almost done! we will discuss budgets and you will get a final interview with our CFO Barbara
- (5) welcome on board! Now an onboarding process begins

At any stage of the selection process, if something does not go as intended, we will send you an email explaining the reasons within 30 days from the first application. If it happens, don't worry! We periodically reopen the positions and if you are already in our DB you have more chances to join our ark in the future.

We invite you to stay updated about our events on [welcometothearkage.com](http://welcometothearkage.com)



*Please check the next page to know what we are looking for.*

Arkage is looking for a **Copywriter for B2B (Milan)**, is that you?

### **Responsibilities**

The candidate will immediately join a structured team, starting to work on international clients. The main areas of responsibility will be:

- Creative writing
- Development and implementation of editorial contents
- Create performing and engaging texts for B2B platforms: .com, social channels, newsletters, etc.
- Tone of voice: continuous update of the brand style guide for the tone of voice following the global brand direction. Conduct market analysis to identify new emerging trends and keep the content always updated.

### **Professional Skills**

- 2+ years of experience in copy-writing. Editorial and commercial, specifically for B2B clients
- Solid writing skills, with a specific focus on b2b communication
- Ability to proofread texts
- SEO writing skills
- Ability to work on a content strategy project
- Ability to draw up an original editorial plan

### **Attitude and Soft Skills**

- Fast and thorough writing
- Desk editor
- Multitasking
- Excellent communication skills and ability to collaborate with other teams
- Familiarity with social network and CMS platforms
- Constant updating on news, trends, technologies, editorials, social marketing
- Curiosity towards news and personal research
- Ability to manage multiple writing and copy editing projects simultaneously



- Good organizational skills and experience in the management of projects/deadlines in a fast-paced environment.
- Speed of execution

#### **Nice to have**

- Basic knowledge of Google Analytics
- Ability to draw up reports

#### **What we offer**

- Employment or Collaboration Agreement according to the candidate's profile
- Salary and professional category commensurate with the candidate's experience
- Company bonus
- Apple Inc. workstation
- Welcome Kit
- Arkage Learn Conferences and Events
- Training, online courses, books, and documentation (offered by Arkage)
- Research and Development on innovative topics (VR, Wearable, IoT, iBeacon, AI, and much more)
- Heterogeneous project teams: Developers, Designers, Creatives, and Strategists
- Smart working (we did it even before Covid)

