



## **Freelance Copywriter Part Time, Contractual Position**

### **About Visit Baltimore:**

As Baltimore's official destination marketing organization, our mission is to promote, sell and encourage visitation to drive economic impact for the city and its residents.

We craft and communicate the Baltimore narrative, advance the tourism and hospitality industry and support community.

**Values:** Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

### **Summary:**

We are looking for an experienced copywriter to write clear and concise content for our print publications with potential for promotional copy for web, social and email marketing. The ideal candidate is a skilled and thoughtful writer with a passion for Baltimore and an eye for detail. They are comfortable working in a collaborative environment and adapting their writing style to different target audiences and platforms to ensure the right message is conveyed and aligns with Visit Baltimore's style, brand, and tone. This role is remote, but we would like the candidate to be based in Baltimore or have good knowledge of all that Baltimore has to offer so the content is authentic and relevant. This position is project-based as needed with potential to work up to 15 hours at a time.

### **Duties and Responsibilities:**

Develop an understanding of Visit Baltimore's mission, brand voice and target audiences.

Collaborate with the marketing team to brainstorm and develop a variety of marketing content to include print and digital materials.

Research, report and write features and articles for the Visitor Guides.

Line edit features, articles and shorts as needed for the Visitor Guides.



Proofread galleys as needed.

Write and/or edit promotional copy for web, social and email marketing in support of the Guide's content, overall Company mission and/or sales team's promotional needs.

**Qualification Requirements:**

3+ years of copywriting experience. Knowledge of the travel and tourism industry preferred.

Passion for travel and tourism with good knowledge of Baltimore and a commitment to learning and promoting all that Baltimore has to offer.

Experience in producing copy for print and digital channels.

Exceptional grammar, research, fact-checking, writing and editing skills.

Understanding of SEO concepts and social media marketing.

Able to cultivate and maintain strong, positive relationships with team members.

Proficiency with Microsoft Office Suite.

Excellent time management and organization skills with ability to meet deadlines.