



CONTENT/COPYWRITING TEAM LEAD

The Content & Copywriting Team Lead is responsible for shaping the written voice of Ad 2 Orlando.

The ideal candidate is a strong storyteller with a passion for clear, compelling, and creative writing. They understand how to adapt tone and messaging for different audiences and platforms, and are comfortable managing a variety of content projects. This person brings both strategy and creativity to the table and enjoys collaborating with other teams to bring ideas to life through words.

Reports to: Communication Director

Requirements

- Excellent writing, editing, and proofreading skills
- Strong grasp of grammar, style, and tone for both digital and print
- Experience with marketing copy, social media captions, blog posts, and campaign messaging
- Familiarity with AP style or other editorial guidelines
- Ability to manage multiple writing projects and meet deadlines
- Experience with brand voice and messaging development
- Understanding of SEO principles and digital content strategy a plus
- Passion for storytelling and impactful communication

Responsibilities

- Write and edit content for social media, blog posts, web pages, and promotional materials
- Collaborate with the Creative, Internal Comms, PR, and Social Media teams to support campaigns and events
- Review and provide feedback on writing from other team members or contributors
- Ensure clarity, and consistency in all messaging