
ScaleX

Job Title : Direct Response Copywriter

Location : Permanent Remote - Work from Anywhere

Employment Type

Full-time

About ScaleX Media :

We're a performance marketing agency for coaches, creators & trainers helping our clients scale exponentially & profitably. We work with some of the top trainers & coaches in the industry and manage ad spends of more than ₹15 crores/month. We are growing at 2X!

We are currently a team of fun-loving 110+ members consisting of performance marketers, graphic designers, video editors, copywriters & other leadership positions from all over the country. We're all working towards one goal - 'Disrupting education by helping meaningful coaches reach more people'.

[Here's what Ankur Warikoo has to say about us!](#)

Can you write scroll-stopping ad scripts that will make your audience go "You get me"?

Do you wish to leave an impact on the world with your compelling copy?

Do you want to boost your career by working for some of India's best coaches & creators?

If yes, then we would like to have you on board.

Join the revolution!

Job Overview : We are seeking a talented and experienced Direct Response Copywriter to create compelling content that motivates our target audience to take action. The ideal candidate should have a deep understanding of human psychology, and a proven track record of crafting effective copy that generates leads and conversions.

Responsibilities:

- Write **high converting** Video Ad Scripts
- Image Ad Brief
- Landing Page Copy & Wireframe
- Ad Copy

- Collaborate with the marketing team to develop a comprehensive understanding of the company's products, target audience, marketing goals & the buyer persona.
- Write clear, concise, and persuasive copy that motivates the reader to take a specific action, such as making a purchase, filling out a form, or subscribing to a service.
- Conduct thorough research on products, services, and competitors to identify unique selling points and differentiate the company from the competition.
- Collaborate with designers and other stakeholders to ensure that the copy aligns with the brand's tone, voice, and visual style.
- Analyse and optimise copy performance using metrics such as click-through rates, conversion rates, and engagement rates.

Requirements:

- Proven experience as a Direct Response Copywriter or similar role.
- A portfolio of relevant work demonstrating strong copywriting skills.
- Excellent writing, editing, and proofreading skills, with a strong attention to detail.
- Deep knowledge of direct response copywriting principles and techniques.
- Experience working in a fast-paced, deadline-driven environment.
- Ability to work collaboratively with cross-functional teams.
- Strong communication, interpersonal, and organisational skills.

What do you get?

- Competitive Salary
- Above average career growth, appraisals and benefits
- A chance to work with some the top names in coaches and ed-tech
- Health cover, free & unlimited doctor consultations, therapy sessions
- Work from anywhere

Desired Qualities

- Self managed
- Strong attention to details
- Ability to work in a fast-paced environment
- Ability to work well in a team.
- Ability to communicate well in written & spoken English
- Ability to provide insights regularly from current and historic data and trends
- No formal education/degree is necessary
- A portfolio of work is desirable

What's necessary ?

- Laptop / Desktop with the necessary configuration to seamlessly edit high quality videos.
- Stable internet connection and power backup.

- Availability as per Indian Standard Time (IST).

About ScaleX

- We're a business growth agency for coaches, consultants & ed-tech brands. We help them acquire customers at scale & profitably through performance marketing, business strategy & creative services.
- We work with some of India's top educators & creators.
- We are a remote company and offer a high-paced growth path with a fast appraisal cycle (2/year), a competitive salary & multiple other benefits.

Industry

- Marketing & Advertising

Bonus points if you have

- Experience working with coaches, trainers & Ecom Brands

[Click here to fill the application form](#)