

said with *grace*

## Design and Copywriting Apprenticeship Description

### The Role

Learn the ropes of running your own web design and copywriting business while gaining valuable work experience, clips and portfolio items – and get paid to do it!

Said with Grace is seeking a talented design and copywriting apprentice to support my client projects from July to October 2021, with the option to extend.

I can show you my process for designing and writing effective copy for service-based business websites, and give you the guidance, mentorship, and practice you need to truly master your craft. You'll have the chance to hone your creative skills on real-life projects and learn to navigate the client-facing aspects of running a creative business. While you'll need to adhere to project deadlines, you'll be free to manage tasks on your own schedule.

This position is paid, part-time and remote.

### Training You'll Receive

- Step-by-step walkthrough of my creative processes for website design and copywriting
- Mechanics and philosophy behind my client onboarding process, including the tools and platforms I use
- How to create a mood board using client questionnaire and Pinterest board inspiration
- How to translate mood boards to effective website design concepts and layouts
- How to write powerful and authentic website copy using information gleaned from client interviews and by following my pre-written templates
- The ability to request training and practice in the aspects of the web design and copywriting process that you want to develop

### What You'll Do

- Observe and assist me in various stages of my website design and copywriting projects
- Follow my process and use my templates, systems, and guides to pick up projects at various stages of completion and own some tasks (once you feel comfortable)
- Design mood boards based on clients' design preferences and Pinterest inspiration
- Translate mood boards into webpage layouts/concepts
- Handle research and pre-writing for webpages
- Edit and/or write copy for webpages (once you feel comfortable)
- Take clients through my onboarding system
- Edit, prepare and schedule pre-written blog posts on Wordpress and Squarespace

# said with *grace*

- Be a responsible, communicative, eager learner that I can trust with my wonderful clients' brands!

## **What You'll Bring**

- 1-2 years Squarespace design experience, specifically the Brine template
- A joy of creative problem-solving
- Writing experience – marketing or copywriting preferred
- Excellent time management
- Solid verbal and written communication skills
- Self-direction and comfort working independently
- Entrepreneurial spirit: ability to take initiative and joy in seeing a business grow
- Ability to synthesize disparate points of information into thoughtful, compelling prose
- Access to Zoom
- Access to Google docs
- Experience tracking your time and sending invoices

## **You Will Stand Out If You Have**

- Completed ilovecreative's Squarespace Design Course
- Website copywriting experience (homepage, about page, sales page)
- Experience using Canva for text editing, PDF design
- Proficiency with Wordpress
- Understanding of basic CSS (I don't expect you to know how to code, just how to use CSS to customize websites in small ways!)

## **What You Can Expect**

I'm looking for a budding designer and copywriter seeking hands-on professional experience who can help me handle my client projects as I transition into being a grad school student. I love the business I've built and I have strong relationships with my clients, but I need some help running things while I'm in school. In return, I am here to be your guide, give you some hands-on training, and support you as you develop the skills needed to run a successful website design and copywriting business.

After your initial training period where I give you a behind-the-scenes look at my processes and deliverables, I will start assigning you tasks in my web design projects. This will be everything from research and pre-writing to transforming a mood board into a homepage concept. You'll be developing both your copywriting and Squarespace design skills in this role.

You can expect to be in weekly communication with me over email and/or Slack to ensure client deadlines are met. I'm here to train, assist and assign tasks to you, but I am looking for someone who is comfortable working independently and can reliably meet deadlines.

# said with *grace*

**Note:** You won't be communicating with my clients directly. I'll handle that part! You'll just be working closely with me.

**Compensation:** \$15-25/hour depending on experience

This position is part-time with a maximum monthly workload of 30 hours per month. I anticipate your workload being smaller initially, and growing as the months go on and your knowledge of my process grows. An estimated workload:

Month 1: 10-20 hours

Month 2: 15-20 hours

Month 3: 20-30 hours

Month 4 and on: 30 hours

## About Me

Hi! I'm Grace, writer, designer, yoga teacher, INFJ and frequent traveler. I started Said with Grace in 2016 as a full-service website design business supporting coaches (think health coaches, leadership development coaches, business coaches, etc.). I am so excited to have a partner to join me in a role where we can support each other's growth – you in executing my client projects, and me in your skill development. When I'm not working, I'm reading books to prepare for grad school, going on long walks around the Minneapolis lakes, or batch cooking meals in my kitchen.

<https://www.saidwithgrace.com/apprenticeship>