

## EXTERNAL VACANCY ANNOUNCEMENT



Tirana International Airport SHPK (TIA) is seeking to hire a

### Copywriter

who will report to the **Marketing Manager** of the company.

#### Main tasks and responsibilities of the position:

*(for indicative purposes only. The responsibilities listed below can be subject of change upon recruitment)*

##### Content Strategy and Creation:

- Develop creative and persuasive copy for marketing campaigns, social media posts, websites, newsletters, and advertisements.
- Collaborate with the design team to ensure the synergy of visuals and copy.
- Maintain the content calendar and ensure timely delivery of all written materials.
- Assist in developing and maintaining the company's brand voice guidelines.
- Edit and proofread copy to maintain quality, tone, and brand consistency.

##### Research and Optimization:

- Conduct audience research to create relevant and engaging content.
- Monitor and analyze content performance, making adjustments to optimize engagement and conversion rates.

##### Collaboration and Innovation:

- Generate innovative ideas for campaigns and actively participate in brainstorming sessions.
- Stay updated on digital trends, tools, and best practices for copywriting.

#### Requirements of the position:

**Education:** Bachelor's Degree in Bachelor's Degree in Marketing, Journalism, or a related field.

**Experience:** At least 2 years of experience in in copywriting, preferably in marketing or advertising.

##### Skills and Abilities:

- Exceptional writing and editing skills.
- Creativity and strong attention to detail.
- Knowledge of SEO and keyword research.
- Proficiency in Microsoft Office software.
- Strong time-management and organizational skills, with the ability to handle multiple projects simultaneously.
- Proficiency in multimedia tools (e.g., Adobe Creative Suite, Canva).
- Knowledge of social media platforms, algorithms, and content strategies.
- Ability to analyze performance metrics and suggest improvements.
- Committed to delivering high standards of service and fostering continuous improvement.

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**Language Requirements:** Excellent written and verbal communication skills in Albanian and English.

To apply for the above mentioned position the applicants should fulfill the Application Form, which can be found in the following website: [www.tirana-airport.com](http://www.tirana-airport.com) and submit it together with a recent CV to the following address: [human-resources@tirana-airport.com](mailto:human-resources@tirana-airport.com) , or to the reception of the Administration Building (Rinas).

**Application Deadline: 13/12/2024**

Human Resources Department will contact only candidates selected from the documentation screening.