

JOB DESCRIPTION

Creative Copywriter

Role Summary

Bilingual writer responsible for the words across the organisation's work. The Creative Copywriter develops campaign concepts, taglines, social copy, editorial and long-form communications in both English and Arabic.

REPORTS TO	Creative Manager
DIRECT REPORTS	None
EXPERIENCE REQUIRED	8 years
LOCATION	On-site
TYPE	Full-time, permanent

Qualifications

Bachelor's degree in English, Arabic, Journalism, Communications or related field. Writing portfolio required.

Key Responsibilities

- Write campaign concepts, taglines, social copy, scripts and long-form editorial.
- Develop both English and Arabic versions as parallel creative work — never as translations.
- Partner with the Creative Manager and Graphic Designers from brief through to delivery.
- Hold the tone-of-voice standard across every public-facing piece of writing.
- Refine copy through multiple stakeholder rounds without losing the original voice.

Skills & Experience

- Native-level fluency in both English and Arabic (this is non-negotiable).
- Strong portfolio showing range — campaign lines, social, editorial, scripts.
- Understanding of brand voice as a system, not as a single tone.
- Comfortable working in a multi-disciplinary creative team.
- Cultural sensitivity and confidence writing for regional audiences.