

Job Title: Associate Copywriter - Summer, 2009

OVERVIEW

Hasbro's Global Games Development Department is looking for a creative and energetic Associate Copywriter to provide a variety of editorial support functions as outlined below. The candidates must have excellent attention to detail, and be able to juggle multiple tasks in a fast-paced environment. A great command of the English language is essential. The candidates should also have a working knowledge of basic Marketing principles. College juniors or seniors would be preferred and hours are flexible.

KEY AREA OF RESPONSIBILITIES

Associate Copywriter /Editor

- Revise, edit, proofread all copy for all assigned items in various stages, from product concepts through final production. This includes licensing submissions, final art, mechanicals, film and FEP.
- Search and clear all taglines, scene names, callouts and headlines for games and puzzles with Legal department.
- Maintain all regulatory and safety standards.
- Post and maintain all copy on Livelink (copy database).
- Collaborate on brainstorm and name sessions.
- Proofread all game components (package, gameboards, label sheets, parts sheets, etc.)
- Ensure all copy complies with Legal and Reliability (SRS) guidelines.
- Create package, component and rules copy for kids, family, adult and preschool games.
- Partner with graphic designers to determine creative direction.
- Obtain approvals from marketing partners, various levels of management, legal and international counterparts, as needed.
- Post and maintain all copy on Livelink (copy database).
- Assist Marketing Services, Sales and other business areas with copy as needed (cross sells, web copy, catalog copy, POP, HAL).
- Collaborate on brainstorm and name sessions.
- Ensure all copy complies with Legal and Reliability (SRS) guidelines.