



DATE: January 17, 2012  
POSITION: COPYWRITER -NASHBAR  
REPORTS TO: Head Copywriter

**BRIEF JOB DESCRIPTION:**

Bike Nashbar, a leading Ecommerce and catalog marketer of bicycles, parts and accessories, is seeking a Copywriter with cycling experience to work with our creative, marketing, and merchandising teams. This position serves a key role in speaking to our guests through marketing and product copy with the goal of providing them with an engaging shopping experience and a unique emotional connection to our brand.

**DUTIES:**

1. Interfacing with merchandising teams to create product descriptions for the website and catalogs.
2. Working with creative and marketing teams to create email campaigns, homepage promotions, catalog headlines, and other customer communications. Building appropriate copy to optimize search results and to attract attention from our target audience.
3. Developing "How-To" and buyer's guides.
4. Building the Brand Voice using style guide direction
5. Entering specs into product database
6. Managing copy workflow and meeting deadlines for print and online projects
7. Create content and manage brand voice for Nashbar social media (Facebook and Twitter)
8. Work with social media team, merchants and marketing to organize social media promotions and contests

**REQUIREMENTS:**

1. 2-3+ years experience writing for marketing communications
2. Strong portfolio of writing either in cycling or a related field with examples of both technical and creative work
3. Knowledge of cycling disciplines and related technologies
4. Proficiency with Microsoft Office applications
5. Ability to successfully self-manage multiple projects
6. Excellent attention to detail and quality
7. High level of productivity
8. Excellent verbal communication skills
9. Must understand technical web concepts, SEO techniques

Nashbar offers competitive wages, a comprehensive benefits package including a generous employee discount program, and opportunities for advancement. This is a great opportunity for a rewarding career in the cycling industry!

Nashbar is looking for passionate and enthusiastic individuals to join America's #1 retailer of bicycles, parts, and accessories. If you are interested in joining the best, then take a moment to apply by:

- Emailing your resume to [vphr@performanceinc.com](mailto:vphr@performanceinc.com) or
- logging on to [www.Performancebike.com](http://www.Performancebike.com) , go to the 'Job Opportunities' page, print out an application form, complete the application form and fax it to Human Resources at 919-942-5431.

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