

Copywrite Altice Labs Voice_

Proposta de Bolsa/Estágio na Altice Labs



ID do Projeto	2024/25_N18
Departamento	EID5
Proponente	Ana Margarida Pisco Almeida Marta Sofia Esteves
Data de validade	31-Dec-2024

IDI - Áreas Chave

Copywriting

Tema / Título

Copywrite Altice Labs Voice

Contexto

A copywriter is an essential member of any organisation and is of paramount importance within communications and product promotion teams. This role can provide a consistent voice and message that can be used across different platforms and materials, working together to build a richer portfolio of a corporate environment.

In addition to fluency in English and exceptional writing and proofreading skills, candidates for this professional internship should have the ability to analyse problems and offer innovative solutions, as well as a curiosity and passion for technology and the future of digital.

Objetivos do Projeto

- Help improve the voice and tone of the Altice Labs brand while creating work that informs and engages target audiences;
- Write copy in line with the company, the brand and the defined strategy, both for communication initiatives and for promotional materials;
- Edit and proofread copy for accuracy, grammar and spelling;
- Assist in the creation and finalisation of promotional deliverables;
- Revise content based on feedback and discussion.

Aspetos Inovadores

- N/A

Ferramentas a utilizar

- Excel, PowerPoint, Word.

Referências Bibliográficas

- Sugarman, J. (2007). The Adweek copywriting handbook: the ultimate guide to writing powerful advertising and marketing copy from one of America's top copywriters
- Bly, R. W. (2005). The copywriter's handbook: a step-by-step guide to writing copy that sells

Atividades

- T1: Research and understand the needs and interests of our target audiences;
- T2: Propose style guidelines and brand voice for consistent messaging;
- T3: Write copy that connects with target audience and drives action;
- T4: Develop specific proposals to better engage audiences;

- T5: Produce a final presentation.

Competências Chave Requeridas

- Excellent interpersonal and written communication skills;
- Ability to analyse problems and offer innovative solutions and passion for technology and the future of digital;
- Ability to write clear, concise and grammatically correct copy;
- Ability to effectively present information and to be meticulous about the usage of language.

Orientador (nome e e-mail)

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