



The Dover Group
direct mail • digital • strategy

Company: The Dover Group
Position: DIRECT MAIL COPYWRITER

About the Dover Group

The Dover Group is a boutique political consulting firm that specializes in direct mail and digital communications on behalf of progressive candidates, organizations, and causes.

During the 2024 election cycle, the Dover Group is working to help our clients win races across the country by providing them with creative messaging, decades of production experience, cutting-edge tactics, and unrivaled customer service.

Diversity, Equity, and Inclusion Statement

Our goal is to build a team that is as diverse as the candidates we work to elect and the constituents they serve. We promote diversity in hiring from the earliest stages of the recruitment process by engaging diverse applicants through partnerships with external organizations that serve candidates who are traditionally underrepresented in the industry. We strive to create a culture of inclusion and belonging by making space for open communication and fostering trust with staff at all levels. Our DEI efforts include an active DEI committee that is empowered to make change.

At the Dover Group, we also believe that representation matters. That's why we're committed to continuing to make history by electing people of color, women, and LGBTQ+ Americans, changing the face of leadership to reflect the diversity of people who live in their districts.

Employee Value Statement

At the Dover Group we put a premium on creating a uniquely positive, and supportive work environment for our employees in our remote working environment. Our employees value the work they do and the change that they help to make. We place a high importance on professional development as well as



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personal autonomy and schedule flexibility so that our employees can take care of themselves, their families, and their lives.

Job Description

We are seeking talented copywriters who can write compelling, persuasive direct mail copy for Democratic political clients. Additional projects could include writing copy for campaign literature, emails, and digital ads.

Writing opportunities include both temporary full-time and freelance positions through October 31, 2024.

As a part of the Dover Group's creative team, the copywriter will report to the Vice President for Messaging and will work with graphic designers, other copywriters, the production team, and senior staff members to produce work that is consistent with the Dover Group's history of award-winning direct mail and digital advertising.

Our writers are creative, detail-oriented, and comfortable managing several projects at once. Direct mail writing is a niche skill, and our writers are excited to learn new writing styles while maintaining a feedback-friendly mindset. We work in a fast-paced, deadline-driven environment, sometimes with irregular hours.

The Dover Group believes that diverse voices have been historically underrepresented in political consulting and that our work is more creative and has a greater impact when it's informed by a variety of perspectives. We strongly encourage people of color, LGBTQA+, people with disabilities, veterans, and other underrepresented candidates to apply.

Examples of our work: <https://www.doverstrategygroup.com/our-work/>

Primary Responsibilities

- Produce concepts and written content for compelling political communications, most frequently direct mail
- Develop unique mail concepts tailored to each client's story, voice, and strategic objectives



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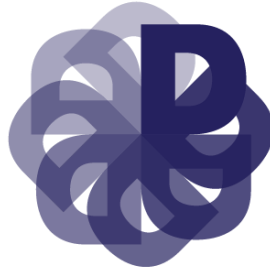
- Use polling data and other research to craft copy that is strategic, targeted, and creative
- Work collaboratively with other members of the creative team to produce the best possible mail
- Understand the client-oriented nature of our work and that we incorporate edits and feedback as part of our creative process
- Proactively communicate with relevant team members as needed in our remote work environment.
- Track your work closely to ensure you meet deadlines and nothing falls through the cracks

Requirements

- Experience in copywriting or similar persuasion writing
- At least one year working in-house as a copywriter for advertising, marketing, or public relations firm in any industry
- Democratic political communications experience preferred, but not required
- Excellent organizational skills
- Relentless attention to detail
- Flexible schedule and willingness to work irregular hours, including evenings and weekends during the peak of the campaign season
- Please find a way to mention the phrase “pumpkin spice latte” in your cover letter

Details

- The Dover Group is an equal opportunity employer
- The Dover Group is currently 100% remote
- Job training provided
- Our typical workday, 6-9 months out of the year, runs from 9am EST - 5pm EST. But our industry goes crazy in August, September, and October. Work hours during those months are longer, and it is not uncommon to put in 10-hour days and even work some weekends.
- The Dover Group will provide a monthly stipend to cover health insurance costs for full-time employees
- The Dover Group provides a generous and flexible vacation and personal leave policy.
- Salary is \$50,000 - \$65,000 per year (\$4166 - \$5400 per month), commensurate with experience



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Contact

To apply, send resume, cover letter, and writing samples to:

jobs@doverstrategygroup.com

Please include “Copywriter” in the subject line.