



Title: Performance Copywriter

Department: Strategic Marketing and Communications

Reports to: Copy and Content Manager

Status: Full-Time, Exempt

Location: Overland Park, KS (on-site)

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

Why Join CreativeOne?

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

Position Summary:

CreativeOne is hiring a **Performance Copywriter** for our internal ad agency: a strategically minded writer who pairs strong creative instincts with the discipline of direct response. You'll bring a conversion mindset to a wide variety of marketing and creative projects, designed to help drive measurable results across everything we do, from one-off print pieces to long-term digital campaigns and beyond, for the CreativeOne brand and our clients.

The work is varied, but the standard is consistent: every piece of copy has a job to do. Some days, that means a landing page built to convert cold traffic. Others, it's a long-form whitepaper that earns trust with a sophisticated audience. Either way, the question is the same — did this move someone closer to action?

AI is part of how we work, not a shortcut around it. You'll use Claude and other tools to conduct user research, draft faster, test more angles, and pressure-test your own thinking — then apply the editorial judgment that decides when AI sharpens the craft and when it dulls it.

The best copy starts with understanding the person on the other end — what they believe, what they fear, what they want, and where they are in their journey. We're looking for someone who writes from that understanding.

Duties and Responsibilities include, but are not limited to:

- **Performance Copywriting & Campaign Thinking**
 - Bring a strategic, conversion-focused mindset to a wide variety of marketing and creative projects — print, digital, video, social, email, web, SEO, and beyond — to help drive measurable results across everything we do.
 - Write high-converting web and landing page copy that tells a distinctive brand story while turning traffic into measurable results for both clients and the CreativeOne brand.
 - Develop campaign-level copy where every touchpoint works together as one connected strategy that drives consistent, measurable results.
 - Partner with in-house teams to refine offer architecture, hooks, angles, and messaging across key deliverables.
 - Own the strategic thinking and end-to-end execution on a wide variety of projects for both client and internal brand work, from web to print.

- Use AI writing tools (Claude and others) as a creative partner to accelerate ideation, generate and stress-test variations, and produce high-quality drafts at speed, applying expert editorial judgment to refine, fact-check, and shape every output to the brief and the client’s business goals.
 - Write web copy, landing pages, and long-form content that ranks in traditional search (SEO) and surfaces in AI-generated answers (AEO — Answer Engine Optimization, GEO — Generative Engine Optimization.)
 - Understand how Google’s evolving search ecosystem and AI tools like ChatGPT, Perplexity, and Claude pull content into answers, and structure copy to be cited, summarized, and surfaced.
- **B2B Advisor Acquisition**
 - Write B2B performance copy — ads, landing pages, email, and multi-touch campaigns — built to grow the CreativeOne brand and our roster of independent financial advisor partners.
 - Own the copy and the thinking behind it at every stage of the funnel — from top-of-funnel hooks through landing pages and nurture sequences to sales handoffs — so every touchpoint compounds toward a key outcome .
 - Partner with company leadership to develop the strategy, offer angles, and messaging that define the outcomes and the path to getting there.
- **Brand, Long-Form & Thought Leadership**
 - Write thought leadership content that builds visibility, trust, and expertise of the company and its leadership.
 - Translate high-level brand or technical thinking into distinct, engaging pieces that capture attention and grow the CreativeOne brand.
 - Produce supporting long-form work (whitepapers, scripts, blog articles, and print) that connects to broader campaign and brand goals.

What We’re Looking For

- 3–5+ years of professional copywriting experience, with meaningful time spent on direct-response or conversion-focused work (landing pages, lead gen, campaigns, lifecycle email, or print.)
- A working understanding of direct response fundamentals — consumer psychology, stages of awareness, hook design, and offer architecture. You can articulate why a piece of copy works, not just whether it tested well.
- Working understanding of SEO fundamentals and how AEO and GEO are changing content strategy — including how to write copy that performs in both traditional search and AI-generated answers.
- Ability to move fluidly between performance, B2B, campaign, and brand projects without dips in strategic thinking or craft.
- Strong editorial judgment, proofreading, and fact-checking instincts.
- Ability to write plain-speaking, jargon-free copy that explains complex ideas clearly and persuasively.
- Ability to own a project from beginning to end, delivering high-quality writing with minimal rewrites.
- Hands-on fluency with AI writing tools and a clear point of view on prompting, editing AI output, and knowing when AI is, and isn’t, the right tool for the job.
- Strong desire to learn and grow as a writer and strategic marketer within an industry-leading team of creative and marketing pros.
- Bachelor’s in English, Journalism, Communications, Marketing, or related field.
- Copywriting experience in the insurance or financial industry is a plus.
- Proficiency in MS Office suite and content management systems.

Why This Role Is Different

- You'll play a central role in driving meaningful growth for our clients and the company, writing copy that earns attention, builds belief, and turns interest into action.
- You'll move between a wide variety of projects — from high-level branding videos to tactical conversion campaigns and everything in between — bringing the same craft and conversion thinking to whatever the brief calls for.
- You'll shape messaging and creative strategy across the company, from client work to internal initiatives, owning the thinking behind the project as much as the words on the page.

Our Core Values

- *Provide Unreasonably Excellent Service*

- *Love What We Do*
- *Act with Integrity*
- *Collaborate Courageously*
- *Evolve with Purpose*

About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we're building the next generation of advisor marketing—and we're looking for top talent to help lead the way.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.