



Human Resources
411 Farwell Avenue
South Saint Paul, MN 55075
651-552-5253
hr@sportsmansguide.com

Copywriter

Sportsman's Guide has a fantastic opportunity in our Creative department for a Copywriter. The Copywriter will be responsible for writing copy for our web, catalog, video and other initiatives. This position requires writing conversational copy that sells. Copy must be a consistent and unified communication of the brand's voice in all forums while meeting specific due dates.

Essential Duties/Responsibilities:

- Contribute product copy to website and catalogs on deadline, based on provided information.
- Contribute blog entries, articles and other copy to support our web and social media platforms.
- Write product video scripts to enhance product's web presence.
- Work closely with Product Line Managers, Product Line Assistants and Channel Merchants.
- Perform related work as apparent or assigned.

Education/Qualifications/Work Experience:

- 4-year college graduate.
- 1 year of writing experience. College publications and internships count.
- Mac/InDesign/Microsoft Word experience.
- Excellent written and oral communication skills.
- Ability to meet strict deadlines.
- Highly motivated and detail-oriented.
- Team player with enthusiasm for the creative environment.
- Excellent interpersonal skills.
- Knowledge of hunting, shooting, fishing, camping and other outdoor gear is a plus.
- Possess a sense of humor.

Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, 401(k) and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmanguide.com.

About Sportsman's Guide:

SPORTSMAN'S GUIDE CORE VALUES Hungry for Growth • Prudent Risk Taker • Can-Do Resourceful Spirit • Embrace Fun • Respect the Individual • Open to Change



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Sportsman's Guide was born in the brain and basement of outdoorsman Gary Olen, back in the winter of 1970. His very first Sportsman's Guide Catalog came out in 1976.

During the ensuing years, the basic philosophy and attitudes of the company haven't changed much. We sell only quality items...and we only sell them for a whole lot less than others do. We only offer gear and clothing we'd use ourselves or suggest to our best friends, and we keep our prices low by buying right, not by adding to the mark-up.

We work with best-in-class marketing partners and strive to stay ahead of our competition each day. We have strong relationships with our marketing partners who help us drive 60 million annual visits to the website each year.

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