

Santoki, LLC, is an exclusive distributor of LEGO® LED Lights and LEGO® Stationery in the USA. We are seeking a creative and versatile Marketing, Advertising, and Public Relations Copywriter to join our marketing and communications team. This role is ideal for a wordsmith who can craft compelling, brand-aligned messaging across multiple channels—including advertising campaigns, product packaging, public relations materials, digital marketing, and social media. The Copywriter will play a key role in shaping how our brand communicates with diverse audiences, driving engagement, and supporting overall business goals. Experience writing copy for consumer product packaging is a must.

Key Responsibilities (Additional Duties May Be Added as Needed)

- Write clear, persuasive, and engaging copy for marketing campaigns, advertisements, PR initiatives, press releases, product packaging, and promotional materials.
- Collaborate with the marketing, design, and PR teams to develop integrated campaigns.
- Adapt tone and style to align with brand guidelines and different target audiences.
- Develop content for digital platforms, including websites, email campaigns, blogs, and social media.
- Assist in creating compelling stories and media pitches to support PR efforts.
- Proofread, edit, and fact-check content to ensure accuracy, consistency, and compliance.
- Stay up to date with industry trends, audience insights, and competitor messaging.
- Contribute creative ideas for branding, promotions, and communication strategies.
- Stay current on marketing, content, and digital trends.

Qualifications

- Experience writing copy for consumer product packaging
- Bachelor's degree in English, Journalism, Marketing, or related field (or writing experience).
- Proven experience as a copywriter in packaging, marketing, advertising, or public relations.
- Strong writing, editing, and storytelling skills with attention to detail.
- Ability to translate complex concepts into clear, audience-friendly copy.

- Knowledge of SEO principles and digital content best practices is a plus.
- Excellent organizational skills and ability to meet deadlines in a fast-paced environment.
- Collaborative mindset with the ability to work across teams.

Benefits

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance
- Retirement account – SIMPLE plan with employer contribution

Job Type

- Full-time in person at our Auburn Hills, MI office

Education

- Bachelor's (Preferred)

Experience

- 3+ years of copywriting experience
- Microsoft 365 experience - specifically Word
- Experience on social media platforms

Job Type: Full-time

Benefits:

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Experience:

- Writing copy for consumer product packaging: 2 years (Required)