

Product Content Writer

As our Product Content Writer, you are responsible for translating product details into clear, compelling, and compliant copy across packaging, marketing, and digital channels. You listen, learn, and deeply understand each product—then turn technical features, functional benefits, and brand requirements into messaging that informs, excites, and sells. In this role, you will develop and manage product copy that supports packaging design, e-commerce, sales materials, and social content, while ensuring all messaging adheres to licensor brand standards. This role reports to the VP of Product and Marketing and works closely with Graphic Design, Sales, and Product Development teams.

Key Responsibilities:

1. **Product Messaging & Copy Development:** Learn each product's features, functionality, and positioning and translate them into clear benefits-driven copy for packaging, marketing, and digital use.
2. **Packaging Copy & Briefs:** Write packaging copy and detailed package briefs that guide the design team, including product descriptions, feature callouts, warnings, and required compliance language.
3. **E-commerce:** Create and maintain product descriptions, short marketing paragraphs, and bullet-point feature copy for Amazon and other online retailers, ensuring clarity, consistency, and platform best practices.
4. **Product Copy Database Management:** Build, organize, and maintain a comprehensive product copy database that serves as the single source of truth for internal teams and global distribution partners.
5. **Sales & Promotions:** Write copy for sell sheets, catalogs, presentations, and promotional materials; develop creative briefs that clearly communicate messaging intent to the design team.
6. **Social Media & Marketing Copy:** Write and review social media captions, influencer-facing copy, and short-form marketing text to ensure brand consistency and accuracy.
7. **Quality Control & Proofreading:** Proof and review written materials to ensure adherence to LEGO brand standards, trademark usage rules, and internal messaging guidelines.

Qualifications:

- Bachelor's degree or equivalent experience in Marketing, Communications, English, Journalism, or related field.
- Experience writing product-focused copy for consumer-packaged goods, licensed brands, or retail products.
- Strong ability to translate technical product details into consumer-friendly features and benefits.
- Experience using AI-assisted writing tools to improve efficiency and consistency in content development, with strong editorial judgment and attention to brand and compliance requirements.
- Experience writing for packaging, e-commerce listings, and marketing materials.
- Excellent proofreading and editing skills with exceptional attention to detail.
- Familiarity with brand standards, style guides, and trademark compliance.
- Ability to work independently but also collaborate and effectively communicate with internal team members and external partners.
- Strong attention to detail, flexibility, and prioritization of workload to meet attainable deadlines.

- U.S. Citizenship or Permanent Resident (Green Card holder).

Portfolio Requirement: Portfolio is not required, but you are welcome to share examples of previous work.

To apply:

Send your resume along with a link to any work examples.

Location: Auburn Hills, MI – in office preferred, with potential for hybrid

Salary range \$50,000-\$75,000