

JOB DESCRIPTION

Copywriter

The Role

The Copywriter executes highly effective, accurate copy across a range of clients across multiple sectors. You'll need to have a passion for written communication, and the skills to match, working closely to content briefs and in a timely and efficient manner.

You'll be responsible for writing compelling ad copy, blogs, email marketing copy and website copy, alongside providing copywriting support for other teams where necessary.

You'll work closely alongside the brand and design teams to ensure messaging is aligned with the tone of voice and relevant asset, bringing creativity and innovation to written content, coupled with a meticulous eye for detail. You'll also have a strong knowledge of search optimised content, working with our SEO team to bring content search strategies to life.

Responsibilities

- Continually raise the bar on creativity, writing fresh copy that connects with the desired audience and drives action
- Comfortably vary voice, style, and other characteristics demanded by the industry, company, or target audience at hand
- Maintain up-to-date knowledge of communication and client-related industry trends
- Stay updated on appropriate style guidelines and brand voice for consistency in messaging
- Proofreading and editing content developed both in house and externally according to each client's brand guidelines.
- Interpret creative briefs to develop and produce creative concepts through execution on assigned brands
- Research and understand the client's needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings
- Write original copy and edit content for a range of corporate marketing and communications materials
- Collaborate with a team of account managers and creative staff from concept development to delivery of final product
- Present copy concepts and final deliverables to internal team, and to client representative as needed, and participate in client pitches on occasion
- Revise copy based on internal and client feedback/direction












Skills

- Excellent written and verbal communication skills.
- Meticulous attention to detail and a stringent and detailed approach to project management.
- Excellent time management skills.
- Minimum 4-5 years professional copywriting experience with solid portfolio of work
- Exceptional writing and research skill
- Ability to work independently and with a team to meet deadlines
- Excellent organisational skill and multitasking ability
- Proofreading experience and familiarity with standard style guides a plus
- Experience working with content management systems, WordPress, etc.
- A keen eye for detail and appreciation of content design

Salary

- £35,000-60,000 per annum

Benefits

-  Dedicated 1-Day R&D/Training
-  Flexible Working, offices in London, Leamington, Ipswich
-  Excellent onsite barista coffee and cafe (all offices)
-  Competitive Salary
-  15" Macbook Pro, 27" Monitor
-  Generous Holiday
-  Inclusive fruit and hot beverages within the office
-  Inclusive gym membership (Suffolk Office)
-  Amazing clients across all sectors
-  Annual employee awards
-  Conference & training budget