

Job title	Senior Creative Copywriter
Department	Group Creative Services
Reporting to	Chief Creative Officer
Based	London or Hartlebury
Salary	Negotiable

The Purpose

This role exists to create world-leading creatively written solutions that instantly captures the reader's attention, resulting in highly valuable benefits for our clients.

The Person

You've got the creative flair of a highly passionate writer, the instinctive storytelling ability of a trusted reporter and you know what dull looks like!

You love to have fun with words and immerse yourself in a creative brief, developing highly effective concepts, either alone or in collaboration with our Creative and Editorial teams.

Devoted to creating unforgettable campaign concepts and perfectly formed pieces of illuminating editorial, your work is designed to inspire.

You're also an expert all-rounder who can jump into new subjects and master them quickly. Plus, you've got high standards of quality and accuracy, giving you the power to spot the smallest typos a mile away. Your standout work will continue to grow our reputation for producing award-winning creative solutions that help our clients' win over their audiences and thrive.

Main duties

As part of the writing team, you'll work mainly with the Campaign and Creative teams but will support other divisions and brands within the group. You'll:

- Interpret creative content direction and copy briefs, producing compelling, error-free content that follows the client's style guidelines and builds engagement
- Think up big campaign ideas, originate creative copy concepts and create original content for clients in an array of industries
- Develop content that brings client strategy to life across all media (social, mobile, DM, print, web, TV, radio, etc.)
- Constantly deliver original, inventive concepts and distinctive tones of voice for your clients

- Articulately explain, defend and pitch an idea to clients and sometimes creatives
- Ensure the copy you create supports and enhances the creative ideas and concepts
- Produce creative campaign copy that fits the brief and reaches your audience, but stands out too
- Lead on and brief other teams as appropriate to bring creative content to life

You will

- Work alongside account teams, strategists, creatives and clients to produce content that fits the brief, the brand and the budget
- Understand clients' needs and keep them happy with gorgeous work and great communication
- Inspire creativity as you present and pitch work that makes your audiences swoon
- Write in multiple voices and styles
- Run training/ workshops for clients
- Absorb client information, extensively research and perform other pre-production tasks
- Be aware of the impact that your work may have on your own and other on-going projects/ campaigns for a particular client
- Ensure suitable communication/ updates are being provided to internal and external clients on project status
- Be curious and keep getting better
- Be tuned into the ever-changing world around you, from business to tech, politics to popular culture
- Be cool about working on many projects at the same time

Experience

- Must have tons of similar experience
- You should be able to share a portfolio that showcases your creativity, copywriting process, an excellent writing aesthetic, and expertise in writing for all channels
- Outstanding writing and grammar chops with refined proofreading and editing skills
- Strong comprehension of best practices for copy across all touch points

Skills and characteristics

- Fantastic creative communication skills
- Able to present and pursue projects from concept to execution
- Passionate about writing and reader experience and a strong advocate
- You can expertly defend copy decisions with evidence and research

- You work confidently with, and can lead, multiple stakeholders to ensure creative content meets both business and client requirements
- Not scared to chase for information, supporting work or a brief
- Impeccable attention to detail
- Happy to work outside usual office hours – who doesn't thrive on winning a pitch?!
- Manage your time like a Swiss watch
- Committed to making anything possible, with a smile – whatever the situation
- Able to make tea and coffee, preferably in a round-based system

We're a friendly team. We really, really welcome anyone who wants to become part of a brilliant company. If you're an ambitious conceptual writer with a cracking portfolio and an agency background, we'd love to hear from you!

This is an overview. You'll be expected to work flexibly to get the job done on time, on budget.