



Copywriter

About the job

We are currently recruiting for a **copywriter** to work within the **digital team** of a social enterprise, which offers services (social, digital etc) to local communities and SMEs, particularly those run by (or serving) the following groups:

1. Black ethnic minorities
2. Women
3. Young people (16-24 years old)
4. Migrant families
5. Groups suffering from digital exclusion

We are looking for an individual who is passionate, hands-on and eager to learn. The role is likely to involve working on multiple exciting projects so the individual should be able to multitask.

Roles and responsibilities

- Ensuring that copy is optimised for search engines (SEO)
- Interpret creative briefs to develop concepts for execution with assigned brands
- Research and understand a 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 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 when requested — and participate occasionally in client pitches
- Revise copy based on internal and client feedback

Experience

Any prior experience in copywriting or business is desirable but not essential.

Skills and Competence

- Exceptional writing and research skills
- Ability to work independently or with a team to meet deadlines
- Excellent organisational skills and multitasking ability
- A creative approach, both in coming up with ideas for new projects and for getting a message across innovatively
- The ability to work independently and flexibly
- Good attention to detail, including the ability to proofread your own and others' work
- Strong interpersonal skills as you'll be working with a range of clients as well as creative and marketing team members
- An understanding of digital marketing and search engine optimisation (SEO)
- Specific IT skills, such as an understanding of HTML or WordPress.