

Copywriter | Job Description

We are looking for an experienced and versatile copywriter to join our team. A writer who can craft compelling copy, craft punchy social posts, simplify the complicated, proof work and do it all whilst maintaining a brand tone of voice.

You may consider yourself a prodigy of prose or higher authority on the haiku. A love of words and wordplay, an ability to cut through clutter and deliver clean, clear copy that motivates action will put you to the top of the class in this role.



About the role

You will be based in the creative team at our Cheltenham office with the flexibility to work remotely from home. We also have offices which you would be welcome to use in London and Carlisle.

You will work across digital, social, web and print – producing punctuation perfect paragraphs that hit home hard. Whether writing for B2B or B2C, you understand that we are all humans and can pull on a heart string as much as rationalise a purchase.

You will have the opportunity to work across client brands and our own internal brands and agency comms.

About the person

You'll be happy flying solo as much as you enjoy being part of a creative team. You will be able to dig deep, research, become an instant expert and create compelling copy in almost any subject matter and industry.

You will have an understanding of the psychology of writing, how to construct a piece of DM or a social post and create that action that the brief requires is essential to the role. As is working with different brand tone of voice, and even defining them. If you have a background in Direct Response then even better – as while we aren't a DR agency, the lessons learned transfer across most content.

Required skills and experience:

- Creative and capable problem solver.
- Efficiently works to deadlines and timescales.
- Works to brand TOV and direction.
- 100% committed to quality and relentless in the pursuit of excellence.
- Enjoys being part of a small team, supporting one another.
- Conscientious and attention to detail.

- 3-4+ years' experience in a copywriting role – agency or in-house.
- A passion for communication.

Desirable:

- A degree in Advertising, English, Law, Politics or Psychology.

Salary and benefits:

- Salary of £27-£30k depending on experience.
- Additional performance-based bonus scheme.
- 25-day annual holiday allowance. We also give all our employees an extended Christmas break!
- Flexible and remote working.
- Company pension.
- Life assurance policy.
- Cycle to work scheme.
- Free office parking.