

# JOB DESCRIPTION CONTENT WRITER



## Scope

Our content writer will play a key role in the team by working on a strong portfolio of well-known clients.

They will support clients and campaigns, working with colleagues to deliver exceptional work. They will also support business development as part of a growing, successful team.

If you work in a content-led role, the responsibilities listed below won't be a surprise to you. Just as important as your skills are your personal qualities. We treat people as adults, with honesty and respect. How we do things are as important as what we do.

## Responsibilities

### Client support:

- Write excellent content to support our clients – online, offline and in the media.
- Liaise with clients where required and work closely with account leads to ensure timely delivery of great work.
- Identify and execute opportunities to develop and grow accounts.
- Write accurate, high-quality media releases.
- Write engaging newsletters, brochure copy and other marketing collateral.
- Write for the web - blog content, web copy, landing pages, with a view on SEO good practice.
- Develop content for social media.
- Work with creative colleagues to support the delivery of integrated campaign activity.

### Team support:

- Fully participate in brainstorming and generate ideas for new business and growing existing client accounts
- Support our own marketing, including writing newsletters, social posts and blogs.
- Provide key information to support planning and resourcing.

## Skills

### Professional:

- Excellent writer who can adapt style for different audiences and platforms, including social media.
- Understands what 'good' looks like and can demonstrate this to clients.
- A sound understanding of social media and the algorithms which shape them.
- Strong organisational and time management skills.
- Understanding of the media, editorial requirements and what makes a story.

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- Knowledge of website content management systems and SEO good practice.
- Creativity and innovative thinking.

## **Personal qualities:**

- A self-starter, who can work independently and as part of a team
- Ability to build relationships: good with people
- Collaborative and flexible

## **Desirable:**

- Confident with clients: provide sound advice that's guided by understanding their objectives and knowledge of what works well.
- Commercial awareness: understand what makes accounts profitable.

## **Contact**

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