

Job Title: Copywriter

Salary: £30,000

Dept: Our Media Studio

Company description

Our Media is a leading special-interest content business based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, cycling, science and nature, homes and music – including BBC Music Magazine, BBC Countryfile, Gardeners' World, YourHome, BikeRadar, and BBC Science Focus. We also have an award-winning content agency that works with major charities, brands and membership organisations

OM Studios is our in-house creative hub, delivering engaging, high-performing creative content across print, digital, video and branded campaigns. We work closely with sales, brand and commercial teams to create best-in-class ideas and executions that drive results for clients.

Position

As Copywriter within the OM Studios, you will be responsible for crafting compelling copy across print and digital platforms, taking ownership of larger cross-brand and cross-platform content campaigns. You'll ensure all copy aligns with each brand's tone, audience and touchpoints, while collaborating closely with sales and editorial teams and working effectively alongside the creative teams to deliver high-quality commercial content.

This role requires a blend of solid writing skills and knowledge, creativity, editorial precision, strategic understanding of brand audiences and confident collaboration with internal teams.

Responsibilities

- Write copy for print and digital platforms, including our bespoke digital solutions such as native advertorials and digital advertorials.
- Own the copywriting for large cross-brand, cross-platform content campaigns.
- Support sales collateral by creating copy for mock-ups and presentation decks.

- Develop a deep understanding of each brand's tone, audience and consumer touchpoints to ensure ideas and copy are relevant and effective.
- Build relationships with other teams within Sales and Editorial, and to work collaboratively on content campaigns.
- Participate in brainstorming with well-prepared insights, contributing ideas informed by knowledge of Our Media's print, digital and audio offerings.
- Attend client meetings, internal kick-offs, and wash-ups to understand campaign KPIs and outcomes; contribute to end of campaign reports and attend end of campaign meetings when required.
- Take part in content reviews with the copy team and relevant editorial teams to ensure high-quality output.
- Work together with the Copy Lead to contribute to the strategy and direction of the Copy Team.

A bit about you

Essential:

- **Exceptional writing and editing skills** for both print and digital formats.
- **Demonstrate you can** interpret and respond to client briefs to meet key objectives while balancing brand requirements.
- **Strong understanding of brand tone of voice** and the ability to adapt copy for different brand style, audiences and platforms.
- **Ability to manage multiple projects** simultaneously and handle cross-brand, cross-platform work.
- **Strong communication and interpersonal skills** to collaborate effectively with the creative teams, sales and editorial
- **Understanding of content marketing and native advertising**, including how copy supports campaign goals.
- **Attention to detail** to ensure accurate, high-quality copy across all deliverables.
- **Organisational and time-management skills** to meet deadlines and contribute efficiently to content reviews and production workflows.

Non-essential:

- **Creative thinking and ideation** skills, especially when contributing to brainstorming and developing campaign concepts.
- **Comfort in client-facing situations**, including presenting ideas and discussing campaign objectives and performance.

Other information

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.

We're striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established six internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at recruitment@ourmedia.co.uk.

Flexible and hybrid working

We know we create great things and have fun when we come together in person and collaborate. We also know that working from home brings great benefits in terms of being able to focus on our work and manage our personal lives around our roles. With this in mind, we have established a hybrid working pattern, with 60% of the working week spent in the office.

Our people also benefit from a flexi time policy, and a flexi location policy which gives everyone the opportunity to work from another location for two weeks during the year.

We are open to discussion about flexible working requests for any flexibility needs not covered by these policies.

Company benefits include

- Pension contribution matched to 5%

- Season ticket loan
- Hybrid working pattern, flexi start/finish time
- 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
- Option to buy/sell up to 5 days holiday a year
- Social committee, regular in-house learning events
- 4x life assurance

Our values

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

To put that spirit at the heart of our business, we created a set of values with input from everyone here. Our values are:

- **Be kind**
- **Always curious**
- **Be the best we can be**

We also have a sustainability strategy that is built on five key pillars: Research, Reduction, Recycling, Responsibility, and Reporting. We take pride in our strong partnerships across our complex supply chain to drive emission reductions. Additionally, our office building, Eagle House, is a zero-waste facility powered by solar and renewable energy.

Apply today to take the next step in your career with Our Media.

The closing date for this role is Wednesday 10th December, however, we may close the role before the deadline, so please apply early to avoid disappointment.