

Candidate Information

Position:	Copywriter
School/Department:	Marketing and Communications
Reference:	21/108564
Closing Date:	Monday 25 January 2021
Salary:	£24,461- £28,331 per annum
Anticipated Interview Date:	Friday 5 February 2021

JOB PURPOSE:

To work as part of the creative studio within Strategic Marketing and Communications (SMC), providing high quality, engaging copywriting for print and digital channels. Create and deliver content that improves user experience and supports the University's recruitment marketing strategy. With a good understanding of SEO, the postholder will be responsible for creating campaign copy lines and producing relevant, accurate online content in line with the University's tone of voice.

MAJOR DUTIES:

1. Copywrite content requirements, including but not limited to prospectuses, core website content, email communications, digital advertising, Online PR, guest posts, articles, blog posts, guides, brochures, promotional emails and promotional web pages.
2. Develop creative copy lines to support campaigns and key marketing programmes and collaborate with other members of SMC in the development of creative ideas and concepts. Be a constant source of fresh and innovative ideas to develop original content.
3. Co-ordinate the creation of course information copy. Work alongside the Marketing Manager (Campaigns and Creative), Website Editor and Faculty Student Recruitment Hubs to continually improve the copy to ensure relevancy of subject to the target audience and ensure content is SEO optimised regularly.
4. Take an editorial lead and coordinate the production of the University's prospectuses, collaborating with relevant internal colleagues.
5. Write and edit accurate, concise and engaging copy in a compelling storytelling manner that is in line with the University's content strategy and SEO optimised.
6. Identify valuable content contributors from the University's staff and student communities and provide editorial support and copywriting guidance to those involved in promoting the University to prospective students.
7. Review online content and recommend usability improvements (for example content clarity and brevity, calls to action and streamlined online navigation).
8. Research keywords, update meta data and keep on top of changes to SEO techniques and Google algorithms to ensure copy produced maximises search rankings.
9. Ensure all content produced is CMA compliant and meets established editorial, quality and industry standards for web usability and accessibility.
10. Work with wider team including designers, analysts, content producers and marketing managers to ensure project workflow is coordinated and timely and all deadlines are met.
11. Proofread publications and website pages with meticulous attention to detail.
12. Undertake other duties and responsibilities as required by the Marketing Manager (Campaigns and Creative).

Planning and Organising:

1. Work on multiple projects simultaneously, prioritising own work within a general schedule to meet deadlines and appropriate quality standards.
2. Plan work to ensure deadlines are met, both short and long term in liaison with the Marketing Manager (Campaigns and Creative).
3. Contribute to larger projects as part of a project team and lead projects, as required.

4. Develop appropriate work schedules with relevant input from colleagues across the University to meet targets and/or turnaround times.

Resource Management Responsibilities:

1. Assist in the planning of resources to ensure they are effectively managed and monitored.
2. Manage or oversee staff/students associated with particular projects, ensuring that individual contributions are maximised.
3. Responsible for the quality of output from own area.

Internal and External Relationships:

1. Communicate and liaise with staff from within and outside Strategic Marketing and Communications on all aspects of copywriting. Communicate with staff at all levels and on issues pertaining to student recruitment for publication.
2. Attend internal and external meetings to ensure relevant copy and content issues are appropriately represented and reported.
3. Liaise with key internal contacts to ensure appropriate integration, collaboration and understanding of University issues.
4. Liaise with client and other stakeholders in relation to the interpretation and delivery of a creative brief.
5. Liaise with external suppliers, consultants and other third parties as required.

ESSENTIAL CRITERIA:

1. Minimum HND/HNC, NVQ 4 level qualification in a relevant subject (e.g. Arts, Journalism or Media).
2. Minimum of three years relevant experience in a digitally focused creative writing role.
3. Evidence of developing creative copy lines to support campaigns.
4. Evidence of leading and managing editorial requirements for publications and online content.
5. Experience of writing SEO optimised copy and using linking and other strategies to drive search performance.
6. Experience researching keywords, updating meta data and keeping on top of changes to SEO techniques and Google algorithms which will affect search rankings.
7. Excellent writing and proofreading skills, especially the ability to write in different styles depending on the target audience.
8. Balanced and objective judgement and editorial decision-making.
9. Ability to research and analyse subject in question to provide effective copy and creative ideas to meet the brief.
10. Strong verbal and written communication skills.
11. Ability to work under pressure to meet deadlines and pay meticulous attention to detail.
12. Ability to work independently, as a team member, and interact with a wide range of stakeholders and people across the university.
13. Knowledge of current developments and trends affecting communication through digital channels.
14. Ability to work flexible hours, including evenings and weekends.

DESIRABLE CRITERIA:

1. A primary honours degree in Arts, Journalism or Media Discipline.
2. A postgraduate qualification in a digital marketing, creative writing or journalism related subject.
3. Experience writing copy for the 15-21 year old student target market.
4. Experience working with a large or complex organisation.
5. Experience of creating content plans.
6. Evidence of producing creative original copy as well as curating and optimising content contributed from others to meet organizational objectives.
7. Experience working with brand guidelines, target audience profiles and brand health KPI's.