

JOB DESCRIPTION

Copywriter



Job Title: Copywriter
Department: Comms
Based: Hartlebury

REMUNERATION

Agreed as per contract of employment.

PURPOSE

drp is looking for an enthusiastic and capable Copywriter to join its flourishing and expanding comms team. The candidate will develop a substantial portfolio of published writing samples, developing their writing skills for different audiences / channels, and gain valuable agency experience.

Responsibilities include, but are not limited to:

- Ideate, write and deliver copywriting services across full content marketing matrix
- Assist with copywriting for brochures, award submissions, reports and proposals etc.
- Research subject matter, competitors, industry and target audience
- Research articles and information related to the subject matter to include in web articles
- Work with the account team to identify and understand high-level messaging and strategy
- Monitor trends in clients' industries

EXPECTATIONS

- Copywriting across web, email, print, video (scripting) proposal content and live events
- Proofing and sub editing
- Ideation and brain storming
- Content strategy development
- Upskill in SEO, video content marketing and events
- Embrace and immerse yourself in agency environment

This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.

EXPERIENCE

- Must have suitable experience for the role in communications/ marketing / PR
- Excellent writing skills across all platforms
- Analytical in research and when showing result
- Workload and project management skills

SKILLS

- Extremely organised
- Great writing skills
- Eagerness to learn
- Proofing ability
- Responsive to feedback
- Resourceful
- Self-motivated
- Knowledge of proper spelling and grammar
- Attentive to detail

CHARACTERISTICS

- Excellent communication and interpersonal skills
- High attention to detail
- Positive attitude towards challenging situations and multitasking
- Passion and commitment to achieving excellent results
- We are a close-knit, friendly and welcoming team – and ‘team fit’ is important to ensure you assimilate quickly and become part of the team

OTHER REQUIREMENTS

- Full colour vision
- Able to travel throughout the UK and overseas

DATA SECURITY

At all times you must work within the guidelines set out in the **drp** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so will be deemed as gross misconduct.

FURTHER NOTES

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company’s other offices. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

At all times you must work within the guidelines set out in **drp**’s Health & Safety Policy and Employee Manual.

THE COMPANY

Established in 1980, we’re one of Europe’s most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

***drp** is an equal opportunities employer.*