**JOB DESCRIPTION**

**Senior Creative Copywriter**

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| **JOB TITLE:** | **DEPARTMENT:** |
| **Senior Creative Copywriter** | **Creative Delivery** |
| **RESPONSIBLE TO:**  | **RESPONSIBLE FOR:** |
| **Director of Operations/Head of Creative** | **n/a** |
| **ROLE OVERVIEW** |
| Working alongside our Head of Creative and tight-knit team, you’ll be intrinsic to the success of our agency. You’ll learn new things every day and flex your creativity and skills in a career that’s constantly evolving, surprising, and rewarding. A talented, ambitious writer and creative thinker with proven brand or agency experience, you’ll build strong working relationships with internal teams and contribute to new business opportunities as well as playing a key role in the successful and ongoing delivery of clients’ advertising & media campaigns. You’ll relish writing across disciplines, including shaping and following brands’ tones of voice, offline, digital, web, social, TV, audio, promotions, partnerships and sponsorships. And you’ll be involved at every stage of the project, from the initial insight and strategy stages through to concept generation, asset creation, proofreading, and delivery. |
| **QUALIFICATIONS AND EXPERIENCE** |
| * Creative qualification or apprenticeship
* 3 years’+ experience in a similar role (guide only)
* We’ll ask to see examples of your work as part of the application process
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| **REQUIRED SKILLS**  |
| * An understanding of how brands are built, behave and play out creatively
* The ability to use research data and insight to inform your creative approaches
* The ability to generate creative campaign concepts that seamlessly span diverse media and disciplines, including digital, web, app, video, audio, social, TV, and print
* Name generation
* Crafting and implementing brand tone of voice
* Adapting to write in a multitude of different brand voices and to engage diverse audiences
* Excellent technical writing and emotive storytelling skills, delivered with equal enthusiasm across both creative and more prescriptive briefs
* Casting and directing voice talent for TV and radio production
* Fluency in presenting work, both internally and to clients
* Time management and working to tight deadlines
* Proofreading, with fluency in and a passion for written and spoken English, grammar and punctuation
* Fluency in using online systems to log time, share and back-up work, and ensure email security
* Line management (desired but not essential)
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| **PERSONAL ATTRIBUTES** |
| * Creative flair (thinking and writing)
* Curiosity and a deep interest in popular culture – art, music, fashion, politics, dance and anything that can help us think outside the agency echo chamber. We want to create work that moves people, and maybe doesn’t feel like advertising at all.
* Advanced problem-solving skills
* Effective communication skills (written and verbal)
* The ability to manage multiple projects for multiple clients simultaneously
* An ongoing willingness to learn, take direction/ownership and respond positively to feedback
* Resilience, emotional intelligence, and a positive, can-do attitude
* Attention to detail and pride in your work
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