

Role Profile

Job Title: Copywriter

Department: Marketing

Reports To: Events & Media Manager

Purpose of Role: The copywriter will create compelling and persuasive content that effectively communicates our brand across various platforms. This role involves collaborating to develop copy for digital and print media, ensuring consistency and alignment with our brand.

Key responsibilities:

- Develop engaging and persuasive copy for various internal and external marketing materials, including website content, blog posts, social media updates, email campaigns, brochures, and advertisements
- Collaborate with team members to produce cohesive and impactful marketing campaigns
- Ensure all content aligns with the Company's brand, style and messaging guidelines
- Conduct research to understand our target audience, industry trends, and competitive landscape to inform content creation
- Edit and proofread content to ensure accuracy, clarity and consistency
- Optimise content to improve online visibility and engagement
- Monitor and analyse content performance metrics to refine and improve future content strategies.

Qualifications:

- Bachelor's degree in English, Journalism, Marketing, Communications, or related field.

Experience:

- Proven experience as a copywriter, preferably within financial services
- Strong portfolio demonstrating a range of writing styles and formats.

Skills & Competencies:

- Exceptional writing skills, editing and proofreading with a keen eye for detail
- Ability to adapt writing styles for different audiences and platforms
- Strong research skills and the ability to quickly grasp complex topics
- Excellent time management and organisational skills, with the ability to manage multiple projects
- Strong communication and collaboration skills
- Proficiency in using content management systems.
- Experience of the financial services industry and supporting regulations including Consumer Duty, Treating Customers Fairly and Environmental, Social and Governance is preferred, however training will be given where required

Our people embrace our values:

Fair - We are open minded and make unbiased, consistent decisions.

Accountable - We take ownership of situations so that our customers experience efficiency.

Customer first - We understand what our customers want and build strong relationships.

Transparent - We communicate clearly and concisely, ensuring that we are open with information.