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**Copywriter**

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| Job Title:  | Copywriter  |
| Department: | Marketing  |
| Location: | St Catherine’s Hospice |
| Responsible To: | Marketing Manager |
| Salary:  | £28,765 FTE  |
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**JOB DESCRIPTION**

| Job Summary |
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Develop, build and evolve the tone of voice for St Catherine’s Hospice and The Mill that aligns with its values and brings to life its personality. Through the creation of engaging communications across a range of predominantly externally facing assets and media, from advertising to patient leaflets, creating copy that will appeal to the hearts and minds of the community we serve.

Responsible for the creation of clear, concise and engaging copy which is results focused and supports marketing objectives. Working with in-house designers, conceptualise campaign ideas.

| Main Duties and Responsibilities |
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Marketing

* Working with the wider marketing team, contribute to the development of the Communications plan
* Support the marketing team in the ideation of initiatives to deliver on the pillars of the marketing strategy

Content creation

* Create persuasive copy for various formats, including advertisements, blogs, social media, website and email campaigns
* Develop creative concepts and campaign ideas to drive brand awareness and affection and promote our key fundraising events and initiatives
* Create patient stories by speaking to patients and their loved ones and translating their experiences into emotive content which connects with our supporters and the wider community
* Ensure content aligns with the brand guidelines
* Present creative ideas and copy to stakeholders, incorporating feedback to achieve desired outcomes

Research and evaluation

* Conduct research to support content ideas and creation
* Understand customer segments and use that insight to inform copy
* Use supporter insight to create relevant and engaging content
* Work with colleagues across the organisation to understand the business needs and deliver on those briefs
* Take a test and learn approach. Engage with the evaluation of the results of campaigns and creative assets, then refine the copy to improve response rates

Technical proficiency

* Encourage the recipient to take action, implementing copywriting and marketing techniques to ensure creative assets are as effective as possible
* Apply SEO best practice to improve online visibility and performance
* Edit, proofread, and refine copy to meet high standards of quality and accuracy
* Stay updated on the latest digital marketing and copywriting trend

**** VOLUNTEERS

# The Hospice has the advantage of being supported by a number *of* volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

# CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

# DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

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| **PERSON SPECIFICATION** |
| ESSENTIAL  | DESIRABLE  |

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| Qualifications  |
| * Qualification in marketing, advertising, creative writing or related field, or equivalent experience
 | * Degree in a relevant subject
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| Relevant Experience |
| * Extensive experience as a copywriter
* Strong portfolio showcasing a variety of writing samples, ideally including SEO-optimized content
 | * Experience of writing content to improve SEO
* Marketing agency experience
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| Key Skills & Abilities  |
| * Proficiency in creative brainstorming and campaign ideation
* Excellent writing, editing, and storytelling skills with a knack for adapting to different brand voices
* Ability to write engaging headlines and succinct advertising copy
* Experience of developing campaign ideas
* Ability to manage multiple projects, meet deadlines, and collaborate effectively in a team setting.
* Excellent time management skills with the ability to work independently and prioritise effectively
* Emotional intelligence and the resilience to be interact with patients and families in difficult times
 | * Knowledge of PPC advertising and analytics tools
* Knowledge of SEO best practice
* Experience of developing a new tone of voice
* Familiarity with content management systems and digital marketing tools
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| Other |
| * Commitment to personal and professional development
* An understanding of and demonstrable commitment to the hospice’s values of caring, compassionate and committed, as a framework for decisions, actions and behaviours.
* Understanding and commitment to the aims of Equality, Diversity and Inclusion
* Appreciation of confidentiality
* Flexible and proactive working approach
* Able to work flexibly outside normal working hours if needed (time off in lieu policy applies)
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