

ARE YOU A CREATIVE WRITER WITH TALENT?

Seo Content/Digital Copywriter

Location: Costock, near Loughborough, Leicestershire

Hours: Full Time

Champions (UK) Plc is one of the UK's leading award-winning brand agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology, to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve results.

Today, with over 110 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

As Digital Copywriter, you will be a true wordsmith who understands how to write for both users and search engines. With a creative mind and a keen eye for accuracy, you will take great pride in creating content that is high-quality and original.

You will understand the importance of impact content and use this insight to help our clients deliver high-performing content strategies and increase their presence across multiple online platforms.

Responsibilities

- Research relevant keywords and content ideas using tools such as SEMrush
- Working with the SEO team to create high-performing content plans and contribute creative ideas
- Producing high-quality, SEO-friendly copy for web pages and blogs
- Providing copy for eshots, video scripts, digital ads and more
- Proofreading and editing your own and others' work
- Uploading content to various CMS
- Finding suitable secondary content such as videos and images / working with the creative designers to design supporting visual content, if required
- Carrying out website optimisation and site analysis (title tags, meta descriptions, etc.)
- Generating updates and progress reports to the team manager and other key stakeholders
- Supporting the SEO / Outreach teams in running link building campaigns
- Analysing the performance of competitors' content

Experience, Qualifications and Skills Required

- GCSE English at a level B or above (A degree in English, Creative writing, Journalism or Marketing is desirable)
- A minimum of 1 year's experience in copywriting or SEO
- Basic understanding of Google Analytics and have the ability to actively monitor, share results and insights on a monthly and ad hoc basis
- Must be comfortable with CMS systems (WordPress, Drupal, Magento)
- Strong relationship management, problem solving, implementation, organisational and planning skills
- Ability to cope in a fast-paced and commercially focused environment with a positive 'can-do' attitude
- Excellent communication skills, both written and verbal
- Willingness to learn

Closing date: Tuesday 30th April 2019

If you are interested, please send a convincing covering letter, stating why you believe you are suitable for this position and your present salary, along with an up to date CV to careers@championsukplc.com