

ARE YOU A CREATIVE WRITER WITH TALENT?

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 120 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.
- Contribute creative content ideas to the digital marketing team.
- Produce high-quality, SEO friendly copy for web pages, profile and blogs.
- Write engaging copy for eshots, video scripts, digital ads and other digital platforms.
- Tailor content and tone of voice according to their pupose, brand guidelines and target audience.
- Carry out thorough research tasks to identify and gether ssuitable information for writing projects.
- Identify fresh and interesting angles for your articles.
- Meet and liaise with clients to gather relevant information for content projects.
- Proofreading and editing your own and others' writing.
- 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.
- Assist with new business pitches to win new client or prjoects when required.
- Supporting the Digital Marketing & Content Manager on departmental tasks when required

Experience, Qualifications and Skills

- 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

Benefits

- Weekly complimentary bootcamp in our on-site gym every Monday
- £500 sick bonus at the end of the year
- New starter goodie bag
- Monthly massages
- Weekly fruit baskets
- Above and beyond bonus scheme
- Enhanced holiday allowance after three continuous years with the company
- Modern, clean and spacious offices
- Individual 1-2-1 coaching and development programme
- Departmental social outings
- Training throughout the year
- Contributory pension scheme
- Birthday bottle of bubbly
- Weekly cake club
- Yearly Christmas party – all expenses paid

Closing date: Friday 27th September 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