

Copywriting Executive

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.

As a Copywriting Executive, you will be a true wordsmith who understands how to write for both users and search engines. You will have journalistic experience and/or have digital marketing experience.

With a creative mind and a keen eye for detail, you will take great pride in creating creative content strategies and articles that support our clients' needs.

Responsibilities

- Assisting the research, planning and writing of engaging creative content predominantly in the form of copy for press releases and thought leadership articles, eshots, video scripts, digital ads and website copy
- Producing high quality, SEO friendly copy for web pages, profiles and blogs as well as uploading relevant copy to websites
- Working with the Head of Digital & Head of Communications to produce content marketing strategies that support public relations campaigns, SEO requirements and align with the client's long-term goals
- Flexibility across creating dynamic blogs, whitepapers, eGuides, infographics and more to various teams across Digital and PR & Communication functions of the business
- Providing bespoke copy for brochures and other non-digital marketing collateral
- Ensuring all content created reflects the client's tone of voice and values, brand guidelines and target audience
- Interview and liaising with clients to generate extensive thought leadership articles and releases
- Participating in content brainstorming sessions
- Working with videography/media team to produce engaging video storyboards and ideas
- Planning, writing and outreaching guest posts with guidance from SEO team
- Working closely with the UX and Web team to create high-quality, optimised web content/ landing pages and deliver successful web projects
- Creating and writing brochure copy, case studies and service decks
- Identifying fresh and interesting angles for your articles
- Meet and liaise with clients to gather relevant information for concept projects
- Proofreading and editing your own and others' writing
- Assisting the PR team with duties such as press list building and effective relationship building with print, broadcast and digital media, as well as developing and editing strategically led campaigns
- Supporting the writing and production of content deliverables for in-house events, awards and print magazines
- Finding suitable secondary content such as videos and images / working with the creative designers to design supporting visual content, if required
- Assisting new business pitches to win new clients or projects when required by team leaders
- Supporting the digital marketing, content and PR managers on departmental tasks when required
- Directly reporting to the Head of Communications and Head of Digital
- Opportunity to work on start-up, national and multi-national accounts

Experience, Qualifications and Skills Required

- At least 2-3 years of experience in a content-oriented role
- Excellent written and spoken English (preferably a journalism degree or public relations background) and a passion for writing
- Excellent attention to detail
- Good knowledge of SEO
- Experience in using CRM systems such as Wordpress, Drupal and Magneto (preferred)
- Proven experience in using tools such as SEMrush, Moz and Google Analytics
- Good understanding of online marketing channels and strategy
- Strong Microsoft Office skills which must include Excel, Word and PowerPoint
- The ability to meet tight deadlines and work in a fast-paced environment
- Strong organisational skills and the ability to multi-task
- Agency experience in PPC, social media, PR and email marketing

Benefits

- On-site gym
- £500 sick bonus at the end of the year
- New starter goodie bag
- Above and beyond bonus scheme
- Enhanced holiday allowance after three continuous years with the company
- Modern, clean and spacious office in our new £1million digital hub
- Departmental socials
- Training throughout the year
- Contributory pension scheme
- Birthday bottle of bubbly
- Weekly cake club (Covid-19 permitting)
- Yearly Christmas party – all expenses paid (Covid-19 permitting)

Closing date: 16th February 2021

If you ready for a challenge and looking to unleash your creative mind, please send a current CV and convincing covering letter outlining your experience, achievements and successes to date, stating why you are the ideal candidate for this new and exciting position. Please state your current salary and email to careers@championsukplc.com along with examples of any work you have previously produced.