

CREATIVE COPYWRITING AGENCY LOOKING FOR A BRAINY STRATEGIC PLANNER

Hi there, you.

We are The Creative Copywriter.

With years of rapid growth under our belt and a world-leading content strategist at the helm, we have earned our stripes as a leading content, copywriting and strategy powerhouse. But we want more, and that's where you come in.

We are looking for an experienced Strategic Planner, with in-depth knowledge of content marketing and experience working in digital agencies to join our team. We're a fast-moving, fun-loving bunch, with a hunger to succeed, proven with a 200% growth record over just two years.

You'll need to have comprehensive knowledge of digital marketing and content marketing (especially written content) strategies in order to plan the projects, packages and solutions for our clients. You'll also need to have experience providing billable strategic work for clients, including running workshops. Yes, this means you have to be quite the people's person too. You'll need to be curious and innovative in order to help pitch the most valuable solutions for clients while constantly researching and developing our own, in-house, methodologies and marketing strategies.

In return, you'll get a great package, flexible working hours (we believe in a healthy work-life balance), lead on all of the company's strategic work and work with a supportive, innovative team of people. You'll also get to work with/for some leading global brands such as Adidas, Hyundai, Thomson Reuters, Superdrug and Geox.

We're looking for someone to own our strategic work with clients, lead the way on our methodologies, lend a hand to our Account Manager with strategic advice ensuring our clients get the best possible service and solutions and joining us on our company's journey "to the moon".

ROLE RESPONSIBILITIES:

- Strategic planning of new and existing clients' projects and solutions, including creating specific value-driven packages for proposals. (20%)
- Auditing clients' marketing activities, identifying strategic gaps and working with the Account Manager to pitch new value-driven solutions with the ultimate aim of growing accounts (20%)

- Providing clients with billable strategic advice and work (e.g. running strategy workshops, competitor analysis, value proposition development, brand values, content topic ideation etc.). (40%)
- Actively researching innovative new ways to improve and develop the delivery of projects and our strategic methodologies. (10%)
- Working with the Marketing Manager on the company's internal marketing strategies. (10%)
- Signing off on project deliverables before presenting them to the client (along with Account Manager).
- Gathering project requirements from the client and Account Manager (if an existing business) OR Sales (if a new business).
- Creating detailed strategic plans for clients and creatives to follow.
- Helping Account Manager with the briefing process where needed.

ESSENTIAL EXPERIENCE:

- A solid understanding of copywriting best practices and the role they play within a marketing strategy.
- At least 3 years of experience working with clients in a creative/marketing/digital agency, as a strategist.
- Thorough understanding of digital, data-driven marketing strategies (with a focus on conversion and ROI)
- In-depth understanding of content marketing (particularly written content)
- Experience communicating and providing consultation and advice to clients, including running strategy workshops.
- Proven record of helping high-end clients achieve results and good ROI through strategic consultation and advice
- Proven record of clear account revenue growth through strategic input
- Excellent working knowledge of GSuite and Microsoft Office

DESIRED EXPERIENCE:

- Knowledge of advanced copywriting techniques such as conversion copywriting and UX copywriting (micro-copy)
- Bachelor's degree

PERSONAL SPECIFICATION:

- Able to think strategically and advise clients of the best solutions for them 'on the spot'
- A true people person and a team player
- Curious and innovative, with a hunger to constantly learn and develop
- Ability to work independently and take initiative
- Excellent written and verbal communications skills
- Ability to guide and run presentations and workshops for groups
- Hardworking, persistent, and dependable

- Positive, enthusiastic and passionate about marketing
- Good with technology
- Organised
- Interested in personal development

DETAILS:

- Fulltime hours.
- You can work from home on Mondays and Fridays plus have flexible working hours if you need to. London based preferred.
- Excellent job development prospects for the right person

If you think you just might be the perfect fit for this role, please send your CV and covering letter (or, preferably, a short video) telling us why you're the right person for the job to nitzan@creative-copywriter.net. Feel free to also contact us with any questions you may have :)

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