

CREATIVE COPYWRITING AGENCY LOOKING FOR A SEASONED AND BRAINY B2B COPYWRITER

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 renowned content, copywriting and strategy powerhouse.

But we want more. And that's where you come in.

We're a fast-moving, fun-loving and supportive bunch, with a hunger to succeed. And we are looking for a B2B wordsmith copywriter with experience in different B2B sectors - including SaaS and Tech - who can write truly captivating copy. Who can weave a wonderful story and humanize complex topics.

You'll need to have comprehensive knowledge of advanced copywriting techniques and a super impressive portfolio. We want to see top-notch samples of short and long-form copy written for high-end B2B brands (especially SaaS and tech). You'll also need a solid understanding of digital and content marketing. We're looking for a creative storyteller, with a knack for tech, who can make sense of complex topics and write superb copy on brief and on time.

In return, you'll get a great package, flexible working hours (we believe in a healthy work-life balance) and you'll work with a supportive team of go-getters. You'll also get to work with/for some leading global brands such as Hyundai, Thomson Reuters, Superdrug and Geox.

We're looking for someone to own our most high-end B2B projects with clients. Lead the way on our QA efforts. And lend a hand to our Head Copywriter and Marketing Manager by developing methodologies and working on our internal marketing efforts.

ROLE RESPONSIBILITIES:

- Writing creative copy for our B2B clients, including website copy, tagline exploration, brand naming, ads etc.
- Writing content (long and short form) for our B2B clients, including blog posts, white papers, articles, social posts and reports
- Conduct high-quality research and interviews when required
- Helping with QAing work of other writers
- Helping with our internal marketing efforts, including brainstorming ideas and writing marketing collateral for The Creative Copywriter

- Working with our Head Copywriter to develop different copywriting methodologies
- Keeping up to date with the latest tech developments, making sure you (and TCC as a whole) have ultimate knowledge of the industry

ESSENTIAL EXPERIENCE:

- At least 3 years of experience copywriting for B2B clients, especially in the SaaS and tech fields
- Experience writing both short and long-form copy (from website copy to articles to White papers)
- Proven record of helping high-end B2B clients achieve results and good ROI through copy and content writing
- Knowledge of advanced copywriting techniques such as conversion copywriting and UX copywriting
- An in-depth understanding of copywriting best practices and the role they play within a marketing strategy
- A solid understanding of digital and content marketing strategies
- Excellent working knowledge of GSuite and Microsoft Office

PERSONAL SPECIFICATION:

- A true storyteller who can write captivating copy and content
- Ability to grasp, interpret, humanise and write about complex topics
- Creative and open-minded
- A knack for and keen interest in technology
- Super dependable with a 'never miss a deadline' attitude
- Ability to interpret complex copywriting briefs to understand project requirements
- Curious and innovative, with a hunger to constantly learn and develop
- Confident in sharing ideas with the team and subsequently running with them
- Ability to work independently and take initiative
- Positive, enthusiastic and passionate about copywriting
- Truly organised

DETAILS:

- Full-time hours
- £35-40k a year
- Flexible working hours
- Flexible working from home policy (in Non-Covid times we work from home on Mondays and Fridays, for example)
- Excellent personal development opportunities

- 26 days off (not including bank holidays)
- Super supportive and fun working environment

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 :)