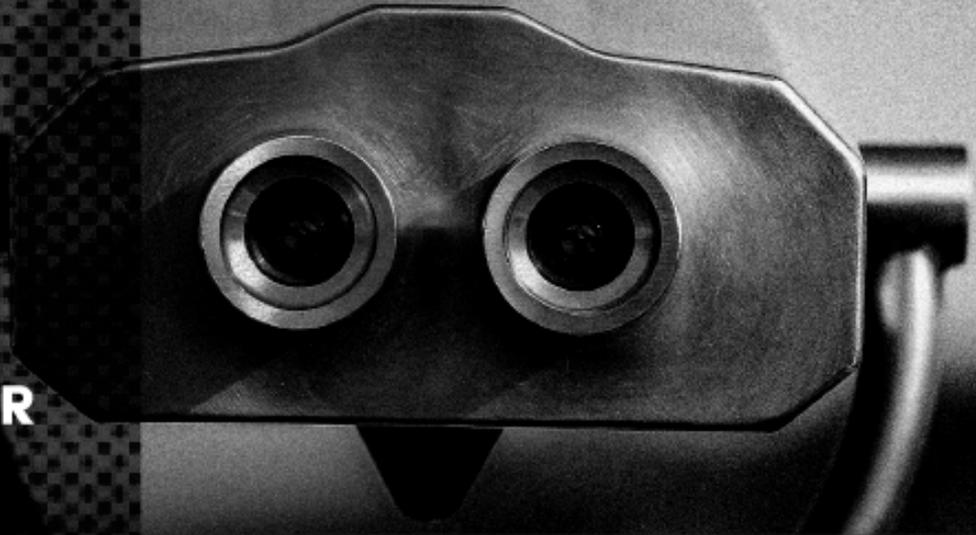


THE
**CREATIVE
COPYWRITER**



CREATIVE COPYWRITING AGENCY LOOKING FOR...

A SEASONED AND BRAINY B2B COPYWRITER

Do you pride yourself on writing creative and captivating copy (short and long-form) that humanises B2B? Do you love making complex topics accessible and interesting?

You sound like our kind of writer.

We're The Creative Copywriter. We pride ourselves on smushing together creativity and content marketing science to create strategy-powered words that sparkle.

We've earned our stripes as a renowned content, copywriting and strategy powerhouse. But we want more. And that's where you come in.

We're looking for a B2B copywriter with experience in a range of B2B sectors - including SaaS and Tech - who can write truly captivating copy. Who can weave a wonderful story and turn tech jargon and business speak into something that people really want to read.

You'll be a creative storyteller, with a knack for tech, who can make sense of complex topics and write superb copy on brief and on time. You'll also need a solid understanding of the strategy behind digital marketing, content marketing and advanced copywriting techniques.

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.

In return, you'll get a great employee rewards package, flexible working hours (we believe in a healthy work-life balance), and plenty of support from our team of go-getters. You'll also get to work with some leading global B2B brands, as well as the occasional B2C brand like Hyundai, Thomson Reuters, Superdrug and Geox.

Interested? Send us your CV, your (hopefully dazzling) portfolio and cover letter to lisette@creative-copywriter.net.

Or find out more about the nitty gritty stuff below.

MAIN 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
- Help with QAing work of other writers
- Help with our internal marketing efforts, including brainstorming ideas and writing marketing collateral for The Creative Copywriter
- Work with our Head Copywriter to develop different copywriting methodologies
- Keep up to date with the latest tech developments, making sure you (and TCC as a whole) have ultimate knowledge of the industry

SKILLS & 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 in marketing strategies – including digital and content marketing strategies
- Excellent working knowledge of GSuite and Microsoft Office

ABOUT YOU:

- 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
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- Confident in sharing ideas with the team and then running with them
- Ability to work independently and take initiative
- Positive, enthusiastic and passionate about copywriting
- Truly organised

THOSE DETAILS YOU SCROLL DOWN FOR:

- Full-Time hours. £35-40k a year, depending on experience
- Flexible working hours and work from home policy
- London-based preferred - we're right next to Greenwich station (but open to candidates from all across the UK)
- Allocated personal development budget and a mentorship scheme
- Rewards Gateway, health benefits and enhanced parental leave
- 25 holiday days a year + one extra day for volunteering work + bank holidays
- And so so much more

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