



# Senior Copywriter

**Salary: £ 32,500- £34,750**

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Engaging Education is more than a creative agency. We're a team of more than 30 innovators and problem solvers with a track record of producing outstanding creative services. Ultimately, our mission in everything we do is to support good people to do great things. We deliver branding, marketing and communication materials that break down barriers and create impact for partners across the UK and beyond.

## Position Overview

The Senior Copywriter will work on a diverse range of projects, from social media campaigns to tone of voice development for major organisations in the sector. They'll have a keen understanding of digital marketing and tailor their writing to suit a range of clients and platforms.

They will work closely with our Design, Media and Digital Marketing Teams to create engaging content, and will support our Projects & Partnership Managers to continuously provide an outstanding service to our range of clients.

This is an exciting opportunity for a skilled copywriter with their finger on the pulse and a drive to make a difference.

We're looking for someone who:

- Is a top-tier writer with creative flair and the ability to adapt their style for a variety of clients and brands (with at least 2 years' experience in a similar role).
- Has a solid understanding of digital marketing and the ability to write content tailored to social media and websites (including an understanding of SEO).
- Can spin lots of plates, keeping track of multiple clients and projects (with the support of our Project Management Team).
- Is able to build strong relationships with the Engaging Education team and our clients.
- Has proven leadership skills and the drive to manage a talented team.
- Is passionate about developing their own skills and keeping on top of the latest trends and best practice.

## Key Responsibilities

### Copywriting Service

- Craft high-quality, engaging long- and short-form copy for a range of materials to meet clients' needs.
- Quality assure all work to the highest standard, ensuring content is on-brand and consistent in terms of style, quality and tone of voice.
- Join client meetings to build a full understanding of their needs, present work and gather feedback.
- Take a lead role in the onboarding process for new clients, ensuring a clear understanding of their brand, audience and communication needs.
- Develop and refine clients' tone of voice, and create comprehensive on-brand messaging banks to ensure consistency across materials.
- Create and implement innovative communication strategies for clients, aligning with their target audiences and goals.
- Stay on top of the latest trends in the sector to drive innovation across the Copy Team.

### Leading & Managing

- Manage and support the Copy & Content Team, consistently motivating them to develop their skills and produce the best possible work.
- Work with Projects & Partnership Managers at EE to ensure the team receives accurate and detailed creative briefs.
- Ensure on-time, accurate delivery of projects across the Copy Team.
- Provide day-to-day support and performance management as line manager for members of the Copy Team.