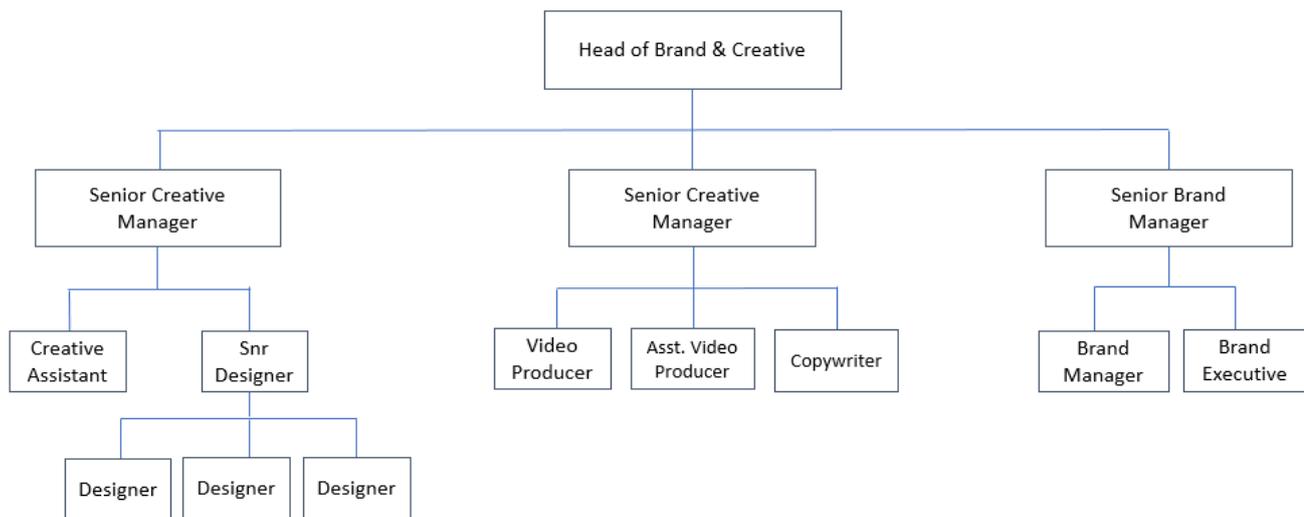


Job Title: Copywriter

<b>DIRECTORATE:</b>	Engagement and Fundraising
<b>SECTION:</b>	Brand and Creative
<b>REPORTING TO:</b>	Senior Creative Manager
<b>CONTRACT:</b>	Permanent



## WORKING RELATIONSHIPS

<b>Inside Diabetes UK</b>
All teams and directorates within Diabetes UK
<b>Outside Diabetes UK</b>
Freelancers, agencies and other charities

## OVERALL PURPOSE OF THE JOB

The Copywriter will be responsible for leading on, creating and delivering engaging written content for Diabetes UK across multiple channels, formats and audiences. You will bring our brand to life through impactful copy and our bold tone of voice.

## MAIN DUTIES AND RESPONSIBILITIES

- Develop a clear and compelling copywriting style for Diabetes UK – a style led by our brand personality and tone of voice which flexes for different audiences, channels and business objectives.
- Deliver messaging hierarchy, key messages and creative copy for strategic and priority projects.
- Forge a link between creative content, brand and marketing, ensuring our copy and visual ideas work seamlessly together, enhancing each other.
- Provide expert advice on copy and bring our tone of voice to life, developing training and tools to inspire and upskill the organisation.
- Source, commission and manage freelancers ensuring we have a roster of diverse copywriters who can produce high quality written content when needed.

- Support the on-going development of, and adherence across the charity, to the tone of voice and style guide which both form part of our brand guidelines.
- Adhere to internal processes and project manage copy requests, ensuring projects are delivered on time and meet defined outcomes. Creating, overseeing and managing associated schedules, approvals and feedback.
- Work with project owners and Marcomms teams to ensure copy, messaging and creative thinking is reflected in the early stages of the planning and briefing process.
- Work closely with brand to review copy style in line with our tone of voice, developing and evolving guidelines and training where necessary.
- Contribute to creative processes, sharing insight and inspiration from the external world to ensure Diabetes UK becomes an impactful, distinctive voice amongst competitors in the third and health sectors.

## PERSON SPECIFICATION:

### The best person for this job will be able to:

- Think creatively and strategically about written content with exceptional attention to accuracy and detail.
- Show experience working on a wide range of different briefs and projects. Ideally working in a similar role.
- Show highly creative, insightful and well thought through examples of written content.
- Adapt their copywriting style to reflect our tone of voice and work across different audiences, projects and channels.
- Inspire and influence better quality copy and a level of consistency across the charity.
- Act as a Brand Guardian with a clear understanding of tone of voice and basic brand principles.

### The best person for this job will have experience in:

- Creative writing. Able to work collaboratively to ensure that our copy and visual ideas work together optimally. They knit together audiences, brand/cause and our strategic goals and translate that into compelling communications.
- Understanding and writing for different target audiences to inspire them to engage with us and provide support.
- Microsoft Office and ideally able to use Adobe Creative Cloud.
- Working collaboratively with, and influencing, a variety of different stakeholders.
- Upskilling and training others in basic copywriting and understanding tone of voice.
- Working with and commissioning freelancers and agencies.

### The best person for this job will be:

- Qualified to degree level or equivalent. English GCSE or O level
- Well-organised, proactive, have strong project management skills and be able to prioritise their own work and work independently.
- Great at building strong and effective working relationships and have highly effective communication, influencing and interpersonal skills.
- Resilient, with experience of working under pressure, managing competing demands and deadlines, to turnaround high quality copy against tight deadlines.

