

<b>JOB TITLE</b>	Copywriter
<b>LOCATION</b>	West Wickham, BR4 0PU
<b>WORKING HOURS</b>	9am to 5.30pm 37.5 hour week
<b>SALARY</b>	Competitive
<b>START DATE</b>	ASAP

**Deadline for Applications – Friday 1<sup>st</sup> December 2023**  
**Email cv and covering letter to [lucy@makemelocal.com](mailto:lucy@makemelocal.com) – Lucy Harrington, HR Manager**

#### THE ROLE

We are seeking a talented and motivated individual to join our team as a copywriter. This is an exciting opportunity for someone with a passion for writing and a creative flair to contribute to our brands success.

You will be responsible for the creation of high-quality website content that is both engaging and written using SEO best practice.

Working on multiple projects at any one time, you will meet with a broad range of clients who run owner managed local businesses. Our clients need our help to create amazing content ensuring that their websites perform as they need to.

#### RESPONSIBILITIES

- Writing content for clients and for us. This will primarily be website copy, location pages and blogs.
- Conduct research to understand target audience needs, industry and competitive landscape.
- Understanding the target audience through needs-based questioning. You will meet clients face to face at the kickstart meetings and work to understand their business, their audience and what they want to achieve.
- Writing targeted SEO copy for websites that help pages to rank, usually for local search phrases.
- Creating engaging copy that is informative, reliable, and written for an online audience.
- Helping clients achieve results from their online copy. The words you write will form an integral part of the user's journey.
- Tailoring copy and tone of voice. You will need to adapt your style for each individual project depending on the purpose of the website and character of the business.
- Editing your own work and others if required.
- Exceeding customer expectations in the delivery of our service.
- Identifying and responding in a timely manner to any issues that may occur.
- Ensuring that clients always have a positive experience, and their expectations are exceeded.
- Answering client queries in a timely manner.

#### PERSON SPECIFICATION

- **An excellent writer.** a skilled writer with a perfect grasp of grammar, with at least 1 yrs copywriting experience.
- **Creative and imaginative.** You will be an ideas person who is able to think of new ways to make your copy stand out.
- **Detail oriented.** You will be able to adapt your writing style as appropriate, without ever compromising on quality and accuracy.

- **A people person.** We work with local SMEs and you will be meeting our clients face to face. We want our copywriters to be curious about our clients' products or services and enjoy working collaboratively with them.
- **Keen to give the best possible service.** We take a client-focused approach and are always attuned to our clients' needs. It's important you share this vision.
- **A team player.** You will be able to see other people's points of view and take feedback on board, as well as working to support the wider team.
- **Self-motivated.** You will be managing a busy workload, so we need you to be highly organised and able to meet deadlines.

#### COMPANY BENEFITS

- Basic salary 'competitive'
- Flexible working options open to discussion subject to finding the right candidate.
- Holiday Entitlement starting at 20 days plus bank holidays, increases with length of service to 28 days.
- 3 consecutive days off between Christmas and New Year
- Pension Scheme
- Frequent team social events
- Friendly office dog

#### COMPANY VALUES

***A professional service, tailored to your needs*** - Our expertise helps businesses to grow their online presence. We never forget that each customer requires a unique approach and so we create tailored solutions – always with the aim of exceeding expectations.

***Results-driven success*** - We know what it takes to drive business success – and we know how to achieve this through online marketing. We help clients find new customers and talk to them in a compelling way. And we have the results to prove it.

***Simple, authentic, effective***- We approach everything we do with integrity, always putting our customers' needs first. We cut the jargon and ensure that the entire process is seamless and stress-free... and that the results are effective.

***Strength through teamwork*** - We understand the importance of building solid relationships and believe we get the best results when we're working together. We work in partnership and aim to delight through service.

***Always accountable*** - We always deliver – and we **always** deliver the right solution at the right time. The customer is always at the heart of everything we do.