

POSITION DETAILS:

Position Title:	Marketing Copywriter
Reports to:	Phoenix Marketing Manager
Division:	Phoenix
Department:	Sales
Grade:	

JOB PURPOSE

The Marketing Copywriter is to assist the Sales and Marketing Teams with copy for all campaigns to ensure they are as successful as possible.

The role is key to all campaigns and covers content creation across the website, blogs, articles, white papers, eBooks, infographics, social media, surveys, emails and proof reading. The Marketing Copywriter will be working in a fast-paced environment managing multiple projects at once, which involve key stakeholders across the company as well as partners and customers.

Ideally with knowledge and experience in SEO, outreach and PR, the right candidate will be a high-quality individual who will provide expert copywriting inputs to the team and produce both long and short-form copy which is fluent, enticing and faithful to the brand's tone and style, yet easy for the reader to consume and understand in the world of technology and the language used.

KEY RESPONSIBILITIES:

- Assist in the development of compelling campaigns and campaign optimisation efforts to improve conversion
- Proofread text and correct spelling, grammar and punctuation errors
- Ensure content is created in the same tone and on Phoenix-brand
- Produce creative copy for articles, blogs, web content, emails, eBooks, white papers, videos, case studies, events/webinars and social media
- Work closely with internal teams to produce compelling sector-specialised content
- Liaising closely with the Marketing Team to maintain brand continuity across all platforms
- Knowledge and experience with SEO, outreach and PR
- Undertake surveys, research and develop an understanding of competitors trends and capitalising on these when relevant

REQUIREMENTS/SKILLS

- Previous copywriting experience
- Past marketing role ideal, but not compulsory



- Experience in the tech industry preferred
- Excellent written and communication skills
- Experience of using HubSpot ideal, but not compulsory
- Knowledge of WordPress
- Advanced Microsoft Office skills - particularly Word and PowerPoint

QUALIFICATIONS & EXPERIENCE

Educational Qualifications:

- NA

Professional Qualifications

- NA

Years of Experience

- Graduate style role or 2+ years' experience

COMPETENCIES

- You are a strong conceptual thinker who writes with creative flair
- You can gauge/sustain tone of voice, making sure it's maintained throughout the brand's deliveries
- You have experience crafting adaptable copy for a range of channels
- You have a solid understanding of storytelling and how to create engaging content
- You have a positive attitude and are willing to learn and adapt as part of a fast-growing business
- A strategic thinker who can translate marketing needs into compelling customer-facing copy
- You have demonstrable experience of creating creative and intelligent copy and are driven to inject insights and creativity into even the most basic copy
- A passion for technology is a huge plus, but not obligatory
- You are able to deliver marketing materials across all platforms – digital, print campaigns and online communication via social media
- Be able to solve problems and suggest new opportunities in a digital age
- Outstanding communicator - articulate and succinct, excellent written and spoken English
- Excellent interpersonal skills and be a team player
- Ability to manage multiple projects at the same time in a fast-paced environment
- Highly organised and able to plan and manage your own workload, meeting deadlines and delivering results while keeping the Marketing Manager informed of progress
- Able to develop strong relationships with leadership, sales, overlay and marketing teams to effectively deliver successful campaigns and ROI
- Determined, enthusiastic and proactive 'can do' attitude
- High attention to detail with excellent proofing skills

VERSION CONTROL:

Prepared by

Ben Murden

15 January 2021

Updated by