

# JOB DESCRIPTION



## Copywriter

<b>Job Title:</b>	Copywriter	Reports to: Head of Marketing
<b>Department:</b>	Marketing	Location: Witney + Remote
<b>Direct Reports:</b>	None	
<b>Job Purpose:</b>	<ul style="list-style-type: none"> <li>• Own tone of voice/copywriting guidelines for the Whittard brand and ensure rigorous consistency throughout</li> <li>• Create compelling &amp; relevant copy across all customer/trade/employee touch points</li> <li>• Provide editorial support for all business copy as required</li> </ul>	
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Deliver marketing taglines and campaign storylines</li> <li>• Deliver relevant and highly engaging copy for; packaging, website, digital channels, in-store point of sale</li> <li>• Copy for trade audiences; wholesale/trade brochures, store estate pitches</li> <li>• Copy for employees, recruitment adverts, training materials, internal comms</li> <li>• Checking all content (spelling and grammar) is truthful and complies with brand guidelines</li> <li>• Brainstorm ideas and concepts for the visual and words with other members of the marketing team</li> <li>• Provide constructive feedback on all areas of creative during creative review</li> <li>• Challenging all existing brand written content and continuously improving</li> </ul>	
<b>Relationships:</b>	Internal: All UK and International teams External: Third party partnerships	
<b>Experience / skills / competencies</b>	<ul style="list-style-type: none"> <li>• Experience in copy writing and editing with a portfolio of work available</li> <li>• Creative flair, a demonstrated passion for aesthetic perfection, with a keen eye for accuracy and detail</li> <li>• Highly creative and imaginative, and curious about our products or services</li> <li>• Skilled in writing clear, concise and grammatically correct copy</li> <li>• Good communication and stakeholder management skills</li> <li>• Good organisational skills and an ability to prioritise own workload</li> <li>• Desired qualification in English and minimum two years' experience as a junior/assistant copy editor or copywriter</li> <li>• Desired experience of writing copy for luxury retail brands</li> <li>• Desired experience working in a fast-paced environment to tight deadlines</li> </ul>	

Where the job description and performance review objectives differ, the latter takes precedence

Whittard 6 values are, we expect all our colleagues to demonstrate these.



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