

## Copywriting and Communications Officer Job Description

**Department:** Marketing and Communications

**Job title:** Copywriting and Communications Officer

**Hours:** 21 hours p/w

**Location:** Over The Wall Head Office in Havant, Hampshire 1 day p/w minimum

**Salary:** £23,500 p.a

**Reports to:** Head of Marketing and Communications

**Direct reports:** None

**Closing date:** 29 April 2022

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### Job purpose

The brand-new role of a Copywriting and Communications Officer is exciting, collaborative and creative. The Copywriting and Communications Officer will sit within the Marketing and Communications team whose purpose is to lift Over The Wall's brand, tell our story in a planned, audience-driven way and deliver strategic, life-changing communications.

You'll influence how we develop our communications for print and digital and contribute to our tone of voice across a wide variety of channels.

You'll support writing and reviewing content, liaising with teams, and writing high-quality copy for various channels (including digital channels). You'll work from briefs to conceive, develop and produce effective messaging utilising your strong conceptual and copy skills.

You'll be responsible for editing content for various projects (either in response to briefs or as part of projects led by the Marketing Team) according to guidelines and tone of voice, helping shape messaging and storytelling.

Your role will support all departments, from building our case study catalogue to working with the Fundraising Team on the seasonal appeals.

### Duties and responsibilities

- Developing and maintaining the Over The Wall voice through all published content
- Strategising a long-term content calendar to align with campaign/brand strategies
- Create compelling, first-hand stories that can be used across fundraising, PR and Service Delivery
- Working with the Fundraising Team to create case studies and content for appeals
- Checking all content meets brand and campaign requirements before publishing
- Developing and managing PR opportunities

- Overseeing content and keyword research
- Staying up to date with the latest SEO best practices
- Analysing content reach and reporting progress to stakeholders
- Working with Social Media Manager to create content for Over The Wall's platforms
- Working with the Marketing team to create the quarterly email newsletter

### **Person specification/qualifications**

- Bachelor's degree or equivalent experience in communication or marketing
- Experience producing copy for print and digital media channels
- Proven success in producing copy for marketing campaigns

### **Skills and Experience**

Excellent communication, writing, editorial and information presentation skills and enthusiasm for new digital and traditional media are essential, demonstrating excellent attention to detail while working on multiple projects.

Previous experience of working in a Communications role for a charity or working within the media is essential.

#### *Essential*

- Be highly creative and imaginative
- Be skilled in writing clear, concise and grammatically correct copy
- Understand the different language styles that appeal to various target markets
- Have excellent interpersonal and communication skills
- Work well in a team and with a range of creative people
- Be able to work under pressure and manage workloads effectively
- Be highly self-motivated and well organised
- Be able to see other people's points of view and take on board feedback
- Have an eye for detail
- Research skills
- High levels of empathy
- Interviewing skills

#### *Desirable*

- Confident using WordPress
- Email newsletter management
- Proficiency with standard office software
- Experience with SEO concepts
- Creativity, adaptability and the ability to work collaboratively with a team