

POSITION: Copywriter
REPORTS TO: Head of Marketing
SALARY: Competitive
START DATE: IMMEDIATELY

JOB PURPOSE

Responsible for creating, developing, editing copy, and exploring ideas for the development of engaging copy on the Touch Financial website. This requires writing concise, compelling content for predominantly online channels, within a defined brand voice.

POSITION OVERVIEW

General

- Writing engaging editorial for the Touch Financial website
- Creating and maintaining the consistency and quality of copy, across all media channels.
- Push and improve standards of editorial across the department.
- Works alongside a wide range of disciplines to develop successful high quality concepts for projects and then execute them in a timely and costeffective manner.

PREFERRED QUALIFICATIONS AND EXPERIENCE

- Experience in blogging or writing for the web
- Strong writing skills – and the ability to flex between formal and informal writing styles
- An ability to produce simple, engaging headlines and cohesive, sharply crafted long copy
- Experience of editing and maintaining the quality of creative's across all media channels
- Some experience in digital and direct marketing (B2B/B2C)
- The ability to research online, develop content descriptions, and write within a confined character count.
- An ability to work within brand guidelines
- A willing and hard working team player.



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