

# Creative Copywriter

<b>Job Title</b>	Creative Copywriter
<b>Job Level</b>	Team Member
<b>Reports to</b>	Head of Search
<b>Location</b>	Home
<b>Salary</b>	DOE

Elite Group is the UK's leading unified communications provider. We set our ambitions high, and so should you. We know that the only way we can achieve our goals is if we have an active, engaged workforce. That's why make sure we treat our staff right. When you join Elite Group, we will make sure you're properly supported, given the necessary training and mentoring and work in an environment in which hard work never goes unrewarded.

## The Role:

As a Creative Copywriter, your main duties are to:

- Create SEO-optimised web copy for all brands operated by Elite Comms Group (Elite Group, Wi-Manx and Churchill Security). This includes regular long-form and short-form articles based around specific keywords and targeted landing and sales pages. These should be extensively researched, original and provide value to the intended audience. Copy will adhere to in-house style and tone of voice guidelines. Since these vary between brands – and between distinct brand audiences (for example, B2B and B2C audiences) – it's important that you are able to write in a variety of styles.
- Create Copy to support traditional marketing efforts. This includes press releases, newspaper and magazine editorials, internal and external newsletters, creative copy and email campaigns. This copy will adhere to in-house style and tone of voice guidelines. Since these vary between brands – and between distinct brand audiences (for example, B2B and B2C audiences) – it's important that you are able to write in a variety of styles.
- Following technical SEO best-practice, upload content to brand websites. This includes creating SEO-optimised images, correctly assigning H-tags, creating meta-descriptions, adhering to correct formatting and utilising basic HTML coding (such as inserting page jumps and properly aligning text).

### Activities:

- Working closely with Head of Search, you will ensure that all copy is created in-line with the overarching digital strategy – including that the appropriate keywords and demographics targeted.
- You will conduct extensive research in order to create original, valuable written content.
- Understand and adhere to SEO best practice.
- Work with Marketing Managers to create copy that supports traditional marketing efforts.
- Continually improve content performance – both in terms of search engine rankings and social media engagement.
- Work with colleagues in design and digital to ensure that written content is contributing to each brand's digital presence in an effective, impactful way.
- Track content performance using Google Analytics and adjust new content accordingly
- Create meaningful connections with relevant target audiences by delivering regular, tailored and valuable content.
- Work well within the team by providing insights, contributions and feedback regarding ongoing digital marketing strategies.
- Understand and operate in accordance with various content marketing strategies – for example, creating content suitable for “pyramid” distribution.
- Interpret copywriting briefs to understand project requirements
- Edit and proofread copy as needed

### What we're looking for:

We currently require a resourceful, enthusiastic, team-spirited wordsmith to join our team as a Creative Copywriter to devise and deliver a range of content for use across both digital and traditional platforms that helps to effectively promote all of the group's companies products and services, as well as enhance the group brands.

### Essential:

- Degree level or marketing related qualification and relevant business experience
- Knowledge and passion for copywriting and content marketing (preferably in the tech sector)
- Excellent writing, editing and proofreading skills as well as the journalistic ability to source stories
- Creative ability to devise and deliver compelling campaigns
- An exceptional grasp of grammar and the English language

### Desirable:

- Ability to use the Adobe Suite of products, especially Photoshop
- 1-2 years' experience in a similar role

- Confident using Content Management Systems

## Our Values:

### **Think Customer –**

Develop and maintain a firm understanding of the customer journey with Elite, considering the knowledge of Products, Services and Elite's unique selling point.

### **Think Improvement –**

Ability to use your initiative and take ownership in relation to problem-solving

### **Think Ahead –**

Demonstrate a prepared and organized approach to a wide range of tasks, meeting deadlines and working unsupervised

### **Think Communication –**

Be open and transparent in relation to goals and deliverables both internally and externally

### **Think Teamwork**

Support colleagues by sharing best practice and knowledge to ensure team over individual success

## What you'll gain:

Opportunity to build develop yourself within the commercial function of the business

- Develop a firm understanding of the telecommunications and IT service sector
- Work with the wider Group to produce copy, and gain experience of multiple brand guidelines
- Learn new skills and develop your career, including training in marketing suites
- Work with a central commercially focused team within the business and the ability to make decisions that have real impacts.

## Our pledge:

Here at Elite, we always welcome individuality.

We guarantee that your differences will be valued and encouraged because after all, that's what makes us a better Elite.

From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures Diversity and Inclusion are more than just words; they are our guiding principles.