Versus Arthritis

Job description

Job title: Copywriter

Reports to: Creative and Brand Manager

Department: Brand and Marketing

Directorate: Income and Engagement

Our vision

A future free from arthritis.

Our mission

We won’t rest until everyone with arthritis has access to the treatments and support they need to live the life they choose with real hope of a cure in the future.

To deliver our mission we invest in world class research, deliver high quality services and campaign on the issues that matter most to people with arthritis. We have developed an ambitious five-year strategy, complimented by our research strategy to help us achieve our vision and mission.

**Our values**

We are United, Compassionate, Inclusive and Brave in all that we do.

**Income and Engagement (I&E) Directorate**

The Income and Engagement Directorate drives action across audiences to deliver the income that funds the charity’s work and the income growth that funds its ambitions. We play a key role in transforming awareness of arthritis, building the charity's profile and develop a strong, active and loyal community of support. The directorate brings together traditional fundraising streams, earned income opportunities and strategic communication planning to maximise engagement with our supporters to deliver on our goal to be a sustainable organisation.

We are responsible for brand, marketing, communications and content together with targeted income propositions. Alongside putting people with arthritis at the centre of our work, we use insight, evidence and a test and learn approach to create and refine everything we do.  We are fortunate that 80% of our supporters are made up of people living with arthritis. We inspire and motivate people and partnerships to get us nearer to our shared vision of a future free from arthritis.

Job purpose

Working in partnership with the Designer and Senior Copywriter, the Copywriter will lead the development of creative concepts and the application of our brand’s identity and tone of voice across high impact branded collateral, and on and offline executions.

Main duties

* Absorb and champion the Tone of Voice and brand, being able to apply it and help teams across the organisation understand how the Tone of Voice helps us to achieve our strategic objectives.
* Develop and deliver tools to train colleagues in using the Tone of Voice so everyone at Versus Arthritis can use it with confidence.
* Oversee creative quality of all copy in Versus Arthritis, conducting periodic audits to ensure copy is on brand and reflects our tone of voice and constructively challenging poor copy where necessary.
* Review existing copy giving constructive feedback and showing how the Tone of Voice can be used to embed our brand and our values.
* Draft original copy for long and short formats including brochures, web copy, social media, information booklets and reports, applying understanding of how people with arthritis use these resources and interact with copy.
* To embrace, embed and deliver the organisational values, commitments, and culture throughout all activity.
* To ensure all designated training is completed and all activity is delivered in line with organisational policy and practice.
* To embrace a safeguarding culture where everyone has responsibility for the safeguarding and wellbeing of vulnerable adults and children.
* To undertake any other duties as appropriate to the role and organisational requirements.

Key stakeholders and relationships (internal/external)

* Income and Engagement Teams.
* Services and Influencing Teams.
* Research and Health Intelligence Teams.

End of job description. Person specification on following page.

Versus Arthritis

Person specification

Experience and knowledge

* A trained, skilled and experienced copywriter with experience of working on the rollout of a large complex brand either in an agency or in-house.
* Experience of writing for a wide range of print and digital communications. This could include exhibition stands and merchandise, voiceovers and scripts, social media posts, booklets, posters annual reports, emails etc
* Experience of working with external suppliers such as design agencies, photographers, illustrators and copywriters.
* Excellent communications skills, able to explain creative ideas, train and communicate to a range of internal audiences, providing constructive challenge where necessary.
* Experience and understanding of tone of voice and how it can be utilised as a key element of the brand.
* Experience of working within a brand, marketing or communications team; and leading project teams in the development of the verbal identity.

Qualifications and professional memberships

* Copywriting qualification.

Skills

* Ability to prioritise, plan ahead and to manage a complex workload efficiently.
* Fluent English.

Desirable experience, knowledge and skills

* Experience of working for a campaigning, research or fundraising organisation.
* An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.
* Experience of co-creation and participation techniques.

Criminal Record Check

Versus Arthritis is committed to keeping children, young people and vulnerable adults safe from harm. We will undertake safer recruitment practices and relevant checks applicable for the role.

This role DOES NOT require a Criminal Record check.

End of person specification.