



## DIRECTIONGROUP

We're an award-winning, full-service B2B and B2C agency. A collective of creative and strategic thinkers who understand real business needs, and can set marketing direction against tough competition and ever-tougher budgets. 'Inspired Thinking' neatly sums up everything that sits at the heart of what we do and reflects not only how we approach our work. Equally, it's what we deliver to our clients.

We are the go-to destination for intelligent, creative marketing leadership that solves business challenges and gets results for IT and Technology brands. After over 34 years of successful business, what we believed in then still applies today – we think clearly, act creatively and always deliver effectively.

### OVERVIEW

As a mid-weight copywriter, you'll be responsible for writing clear and persuasive copy for our clients. You'll have a minimum of three years' experience as a copywriter, ideally for IT and technology brands. If you have experience working in a marketing agency, all the better. You'll work on everything from concepts with art directors to long copy projects, such as white papers, opinion pieces and brochures. You will bring technical subjects to life and explain them in plain English. Whatever the length of a job, you'll be passionate about its quality. You'll be a stickler for style guides and a strong editor. You'll report to the Head of Copy and help to champion the role of copy within the agency.

### KEY RESPONSIBILITIES

- writing original copy that grabs the attention of the target audience
- coming up with original ideas that answer creative briefs
- editing and proofreading copy
- translating technical information and complex ideas into plain English
- owning writing projects from brief to final draft
- interviewing subject matter experts
- optimising web copy for search engines
- creating positive working relationships with the creative and wider agency teams
- liaising with clients to understand their requirements
- developing your knowledge of our clients' business, brands, industry and competition

### PERSONAL ROLE

- show ability to understand the brief and market requirements, and develop copy accordingly
- show ability to plan time effectively, in conjunction with wider agency departments, in order to meet deadlines
- show ability to produce work of a consistently high standard, that's free of errors, grammatically accurate and meets the brief
- ensure all appropriate internal and external approvals are obtained at each stage of a project
- keep abreast of current marketing/creative thinking, absorb and consider relevance of new ideas and techniques
- show your ability to present copy and explain clearly the thinking involved, to the satisfaction of internal team members and clients

### COMPANY ROLE

- help to present DirectionGroup as a professional and highly creative company
- support and help all staff whenever possible
- support the group spirit and live the brand values
- constantly develop and add to your writing skills, improving your level of professionalism
- represent the company in a positive and professional way
- ensure all work is correctly named, filed and archived according to the company security procedures
- attend relevant internal meetings as required
- show an understanding of the importance of producing and filing of all necessary paperwork relating to projects

## **DESIRABLE PERSONAL QUALITIES**

- a strategic thinker who can write in a way that best suits the audience and fulfils the objective of a brief
- a decisive editor who's quick to produce good copy
- calm under pressure and able to handle and manage multiple projects at any one time
- passion and enthusiasm for producing outstanding copy
- strong attention to detail
- a powerful desire to work-hard and succeed
- easy going, not too precious and open to critiques
- enthusiastic follower of marketing, creative and digital trends

## **DESIRABLE SKILLS**

### **Software skills:**

- excellent knowledge of MS Office applications, in particular MS Word

### **Functional skills:**

- knowledge, experience and appreciation of the B2B and B2C space from a marketing perspective
- knowledge and experience of working with IT and technology brands would be an advantage
- a good understanding of content marketing and knowing how to write effectively for that purpose
- creative copywriting skills
- impeccable long and short copy skills

### **Interpersonal skills:**

- good team player but equally able to work well on your own
- able to take direction well from senior company members
- ability to present ideas with confidence
- flexibility and the ability to multitask when required

## **OUR BRAND VALUES:**

### **Genuine**

- when it comes to building client relationships
- when it comes to empowering our team
- when it comes to developing long-standing partnerships

### **Results-driven**

- with a rigorous commercial focus
- with a reputation for efficiency
- with our focus on measurement

### **Original**

- in applying our intelligence to new campaigns
- in remaining curious and inquisitive about the world around us
- in offering opinion and thought leadership in our sector

### **Unrelenting**

- so that we can champion change and new ways of doing things
- so that we can stay ahead of sector and industry needs
- so that we can push boundaries and interrogate briefs

### **Passionate**

- about the technology and marketing industries
- about what we do and who we do it for
- about the way we work together