

## **Part 1: JOB DESCRIPTION**

**JOB TITLE: Copywriter**

**DEPARTMENT: External Affairs**

**TEAM: Brand & Marketing**

**LOCATION: Hybrid – linked to Ewell office with homeworking**

---

### **1. POSITION IN ORGANISATION**

- Reports into Corporate Communications Marketing Manager
- Liaises closely with all Central Office staff

---

### **2. MAIN PURPOSE OF ROLE**

To help bring our brand to life through exceptional copywriting. You'll ensure that copy produced by the Brand and Marketing team is clear and impactful, reflects our tone of voice and key messages, and helps drive greater awareness and engagement in our work.

---

### **3. KEY RESPONSIBILITIES**

- Provide a first-class copywriting service, developing high-quality written content for the Brand and Marketing team, for use across multiple channels and formats
- Develop messaging and creative copy for awareness campaigns, products and assets developed by the Brand and Marketing team
- Support the creation of key publications such as our Annual Report and Impact Report
- Check and edit external-facing content to make sure that it's well-written, our brand messaging and tone of voice are reflected, and it's appropriate for the audience and channel
- Support the continued use and development of our brand tone of voice, written brand guidelines and editorial guidelines, and make sure they are kept up to date
- Where appropriate, support with training of staff and volunteers to improve copywriting skills across the organisation

---

### **4. GENERAL DUTIES OF A SAMARITANS STAFF MEMBER**

- Contribute to the effective and efficient running of the Central Office as appropriate
- Participate, as appropriate, in staff forums and meetings
- Adhere to Samaritans' policies and procedures
- Represent the Central Office appropriately across the organisation and Samaritans to the wider community as appropriate
- Treat all colleagues, volunteers and members of the public with dignity and work within and adhere to Samaritans' equal opportunities statement and policies
- Carry out reasonable requests made that are within the broad remit of the role

## 5. SKILLS, KNOWLEDGE AND EXPERIENCE

### Essential:

- Exceptional copywriting skills, with experience of producing impactful and engaging written content for a range of channels and audiences
- Experience of creating messaging hierarchy, key messages and creative copy for products and campaigns
- A clear understanding of tone of voice and how to adapt this across different audiences, projects and channels
- Superb editing skills and an eye for detail

### Desirable:

- Experience of developing tone of voice and editorial guidelines, and of delivering training to staff
- Experience of managing external suppliers, including copywriters and designers
- Experience of working with volunteers

---

## 6. PERSONAL ATTRIBUTES

- Strong interpersonal skills, with the ability to maintain positive working relationships with a variety of people
- A creative approach and good problem-solving skills, with the ability to work both collaboratively and independently
- Excellent time management and organisational skills, comfortable working to deadlines and managing work across multiple projects and stakeholders
- Emotionally resilient to sensitive information
- Empathises with Samaritans' values
- Customer-focused
- Is willing and able to travel and attend weekend meetings (UK & Ireland, around 4 per year) and participate in some out of hours work (usually conference calls, once a month)

Signed by employee: \_\_\_\_\_ Date: \_\_\_\_\_

LAST UPDATED Jan 2022