

# Copywriter

## Basic information

**Band:** D

**Job family:** External Relations

**Terms:** Four-month FTC

**Location:** Rosehill

**Reports to:** Andrew Plant

**Team:** SEO and Content

**Business unit:** External Relations



## Role purpose:

Working with the marketing and design teams, to deliver effective on and offline marketing collateral, engaging creative campaigns, and website copy for UCAS Media and UCAS. To work across both B2C and B2B channels to support revenue generation, and ensure UCAS communicates with each audience using the appropriate tone of voice, as set out in the brand guidelines.

## Key duties and responsibilities:

- Work in collaboration with the marketing and design teams to generate concepts for campaign activities, and support the overall production process with appropriate content.
- Research content and write copy options for UCAS and UCAS Media printed collateral, posters, manuals, guides, emails, signs, and anything else that requires written offline content.
- Work with the SEO and Content Manager to develop content seeding opportunities, and create content that supports our SEO strategy.
- Generate slogans, straplines, scripts, and other content for marketing collateral.
- Ensure all content created is aligned with brand values, and relevant standards and guidance.

For UCAS' commercial websites, and [ucasmedia.com](http://ucasmedia.com):

- Management, updating, development, and enhancement of content and tools.
- Ensure content is up-to-date and accurate – particularly in line with policy, legal requirements and any statutory guidance, relevant subject area best practice, and user feedback.

- Research and identify potential expert third party suppliers/contributors (for native and sponsored content).
- Manage relationships with third party suppliers providing content/tools used on UCAS' commercial websites.
- Engage with relevant contacts to develop and manage UGC.
- Working closely with the Social Media Team to develop, in conjunction with marketing colleagues, a robust plan to support awareness and usage of the sites, supporting definition and implementation of key messages, and ensure continuity of messages to audience.
- Manage regular user feedback exercises/forums, and ensure outcomes are used to inform ongoing development and enhancement to the overall content.

### **Accountabilities:**

#### Financial authorities:

- No direct budgetary responsibility.

#### Non-financial authorities:

- Use initiative. and prioritise workload to manage content production.
- Devise and implement processes, in conjunction with the Creative Manager, that support the delivery of UCAS' corporate and marketing strategies, including enhancing the experience for UCAS' customers, and supporting revenue growth.
- In association with the Brand Manager, ensure all work develops, manages, and champions the UCAS brand.
- Scope out and implement specific campaigns and projects, as agreed with the Creative Production Manager.
- Liaise with UCAS staff at all levels.
- Liaise with a wide range of external contacts including customers, suppliers, third parties, and sponsoring companies.

### **Person specification:**

#### Essential:

- Previous copywriting experience.
- Proven experience of writing for web, email and social media, as well as offline collateral.
- Experience in writing for international marketplaces.

#### Desirable:

- Ability to understand objectives and work to deadlines.
- Ability to work across teams and projects.
- Ability to work under own initiative, and make day-to-day decisions autonomously.
- Thorough understanding of copywriting for SEO.
- Proven ability to implement content strategies.
- Experience of working for a charity.
- Experience working with a variety of audience age groups.
- Good grasp of Microsoft Office products.
- Strong written/verbal skills.
- Attention to detail.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

#### **Our values in action**

**Customer-focused** – we understand what our customers want, and we act on their changing needs.

**Collaborative** – we collectively create an engaging and positive work environment.

**Accountable** – we take ownership of our individual and organisational performance.

**Service excellence** – we realise, grow, and maximise our potential.

**Trusted** – individuals are trusted to make informed decisions and take appropriate risks.