

Job Description for Copywriter

Job title:	Copywriter
Job summary:	<p>A creative role tasked with producing fundraising copy for Pebblebeach's clients, Pebblebeach's own marketing collateral and data-insight products.</p> <p>The Copywriter will write copy for fundraising campaigns and other income-generation projects, essential for optimising financial success for Pebblebeach's charity clients. They will lead on delivering Pebblebeach's new-business and marketing copy content and evolving the copy aspect of data-insight reports. The Copywriter will take responsibility for copywriting procedures, administration and archiving.</p> <p>This role will work alongside the accounts and new-business teams, providing a fundamental component of the agency's creative output.</p>
Location:	Flexible. A remote/homebased position with a small amount of office or face-to-face time expected for employees local to Brighton.
Reporting to:	Account Director
Direct reports:	None

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in the job and needs to be flexible to cope with the changing needs of the position.

Contact with other team members

Internal:	Managing Director, Business Director, Account Director, Data & Insight Manager, Finance Director, Accounts Teams
External:	Clients and client representatives

Roles and Responsibilities

Copywriting for client projects (external) = 70%	<ol style="list-style-type: none"> Deliver fundraising copy for Pebblebeach's clients. This will include: <ul style="list-style-type: none"> * Working with the accounts team to develop copy schedules to ensure campaigns/projects are prioritised effectively and delivered on time. * Interviewing charity staff and beneficiaries. * Writing fundraising campaigns, including direct mail, e-mail, case studies, fundraising packs and other fundraising materials. * Proofreading/factchecking copy before sending to the accounts team with a brief. * Liaising with the accounts team and making copy changes from multiple sources, including pre-client internal edits and client feedback/amends. Manage external copywriters, to include briefings, scheduling, amends and
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	<p>deadlines.</p> <p>3. Assist with copy content for prospective client pitches.</p> <p>4. Manage all copywriting administration:</p> <ul style="list-style-type: none"> * Manage client copy procedures and archives. * Ensure that all client copy documents (including all versions) are correctly and accurately stored and maintained on OneDrive and/or the server. <p>5. Visit clients/prospective clients where needed for planning, copy briefs, presentations, new-business meetings or pitches.</p>
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<p>Copywriting for PB projects (internal) = 30%</p>	<p>1. The Copywriter is tasked with delivering copy for Pebblebeach’s marketing content and data-insight products.</p> <p><u>1.1 Marketing</u></p> <ul style="list-style-type: none"> * Write copy for e-marketing, including direct Outlook emails and newsletters. * Write other marketing copy, including for the website, catalogues, case studies, webinar slides and event/conference collateral. * Manage marketing copy procedures and archives. <p><u>1.2 Data-Insight Products</u></p> <ul style="list-style-type: none"> * Write copy for new and existing data-insight products. * Manage data-insight copy procedures and archives.
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<p>Touchpoints with the Pebblebeach Team</p>	<p>Weekly catch-ups with the Account Director.</p> <p>Weekly catch-ups with the Business Director.</p> <p>Regular catch-ups with the Managing Director, Accounts team/individual team members as required.</p>
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<p>Dimensions and limits of authority / influence</p>	<p>The Copywriter will report to the Account Director.</p> <p>The Copywriter will work closely with the Business Director on new-business marketing and data product-development projects.</p> <p>The Copywriter does not have expenditure authority without the express approval from either the Managing Director, Business Director or Account Director.</p>
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<p>Working conditions / environment</p>	<p>Remote/homeworking with a small amount of office or face-to-face time expected for local employees.</p> <p>Will be required to occasionally attend client visits across the UK, ROI and/or overseas.</p> <p>Will be required to work out of office hours when needed.</p>
<p>Other duties</p>	<p>To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.</p>
<p>Confidentiality</p>	<p>The Copywriter is required to keep all information related to work confidential. This applies to all information about Pebblebeach as well as Pebblebeach's clients.</p>
<p>Equal opportunities</p>	<p>Pebblebeach is an equal opportunities employer. We actively welcome applications from under-represented groups within fundraising and the charity sector.</p>
<p>Data Protection and GDPR</p>	<p>The Copywriter will follow Data Protection/UK GDPR codes of best practice to ensure appropriate action is taken to safeguard confidential and sensitive information for Pebblebeach's clients.</p>
<p>Health and Safety</p>	<p>You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to.</p>