

Person Specification for Copywriter**Person specification**

Education/qualifications, job-related experience, knowledge, skills and competencies required

Education/Qualifications**Essential**

- A Levels (or equivalent qualifications)

Desirable

- Degree-level education

Job-related Experience**Essential**Experience of/in:

- a role with a copywriting function or remit
- project management

DesirableExperience of/in:

- direct marketing/direct mail
- individual giving fundraising
- working with or for charities
- working for an agency

Knowledge**Essential**Knowledge of:

- MS Office, in particular Outlook and Word (inc. tracked changes)

DesirableKnowledge of:

- direct marketing/mail principles
- marketing
- fundraising
- charity sector

Skills and Competencies**Essential**

- Excellent at copywriting
- Excellent at conceptualisation
- Excellent IT proficiency across MS Office
- Excellent written and spoken English
- Excellent communication skills, both written and verbally
- Capable of clearly and eloquently presenting creative concepts, approaches and propositions
- Strong organisational and project-management skills with the ability to manage tasks simultaneously
- Able to deliver on deadlines, maintaining accuracy and attention to detail
- Able to work independently/remotely with flexibility whilst remaining part of the team
- Able to interact and collaborate effectively to support colleagues
- A team player who responds positively to change
- To be professional, presentable and credible when representing Pebblebeach
- To work flexible hours in order to accommodate the needs of clients
- Responsible for management of own diary and workload