

# COPYWRITER

CREATIVE TEAM /  
ATTRACTIONS & COMMUNICATIONS

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Hiring Manager: Russell Lynch

If you'd like to have a confidential conversation about this role,  
please email [Russell.lynch@penna.com](mailto:Russell.lynch@penna.com)



# ABOUT THE ROLE

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## Brief

- We're Penna. We help our clients **find**, **excite** and **secure** the right talent.
- As specialists, we know how tricky all of this can be, which is where our creative team comes in..
- With significant experience copywriting and building strong relationships, you'll support our Penna and Stafford Long brands. Just like us, you'll always be focused on providing the right solution. With this mindset, you'll create valued relationships with our parent brand – Adecco, managers, and individuals, develop our creative and enhance our reputation.
- And in return, you'll work with a friendly, supportive team and enjoy all the benefits you'd expect from an organisation with a global network.

## Role Purpose

- Supported by a talented team, you'll write and conceptualise for a range of different employer brands. You'll work consultatively with clients, building up the trust that will help you challenge assumptions and create solutions across a variety of sectors. Day-to-day, you'll craft the kind of copy that makes people stop in their tracks, and come up with creative ideas you'll be proud to put in your portfolio. So, if you're ready to bounce ideas around with others and find the best of every brief, we're ready for you.



# WHAT YOU'LL DO

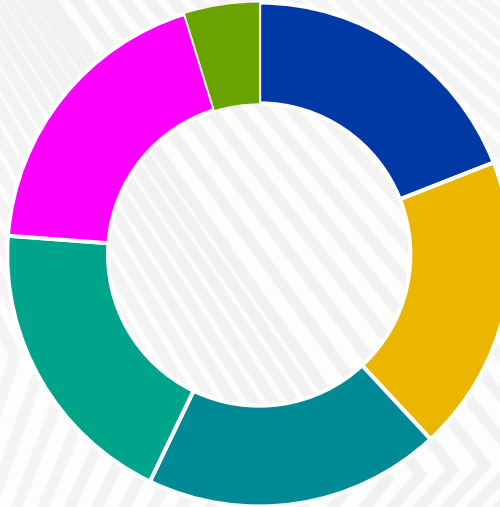
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- Create, develop and push employer brands across a range of sectors.
- Conceptualise with other members of the team to come up with solutions that answer the brief – and push it.
- Communicate your ideas through effective rationales, scamps and mood boards.
- Work directly and strategically with clients and lead the creative relationship.
- Collaborate with a range of internal teams and bring everyone along on the creative journey.
- Write long, short, digital, social, video and audio copy for employer brands and current campaigns.
- Adopt different tones of voice and ensure all copy/creative is on-brand.
- Present to clients and colleagues in an inspiring and infectiously passionate way.
- Develop and deliver copy workshops.
- Produce outstanding work for pitches, tenders and open days.
- Be a copy champion and educate others – both internally and externally.
- Quality check work within the team and across Penna.
- Write creative award entries.
- Keep up-to-date with creative trends and share with the team.

# WHAT YOU'LL DO

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A typical week might be



- Creating and developing employer brands
- Conceptualising big ideas
- Working strategically with clients
- Writing a range of copy
- Being a copy champion
- Learning and development

# KEY RELATIONSHIPS

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PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Creative Director	Line manager
Creative Directors Copywriters Art Directors Production specialists Motion Graphic Designers	Work in partnership with team members.
Client Partners Client Delivery Managers Project Managers	Proactively manage relationships in line with service level agreements
Penna and Stafford Long employees	Be collaborative with colleagues and build good working relationships with Penna stakeholders

# PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

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- A strong interest in brands, a real passion for creative copy and the hunger to constantly improve your copy craft.
- A background of consulting with different clients as well as fostering and leading great partnerships.
- A sense of ownership about your projects, work and responsibilities.
- Experience within a fast-paced agency environment.
- The ability to work quickly, while paying attention to detail.
- A collaborative mindset and the desire to work with different kinds of teams.
- The ability to think creatively, rationalise your ideas and excite others.
- A passion to get hold of tricky problems and come up with out-the-box solutions.
- Some experience of mentoring others.



# PENNA'S COMMITMENT

We are a family at Penna and Stafford Long and believe in fairness and equality across all approaches to recruitment, development, opportunity, and responsibility.

## **Diversity Promise**

Our promise is to organise our services in a way that is universally accessible and useful for everyone. To do that well, we believe we need to create and sustain a workforce that's more representative of the candidates and clients we serve.

Penna is committed to creating a diverse and inclusive workforce that respects and embraces difference. Our employees and our company thrive when we get this right. We aim to create a workplace that celebrates the diversity of our employees, clients, and the contractors we work with. We will endeavour to create recruitment solutions that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation and national origin.

Our internal programmes and external work with our clients make us proud to be an Equal Opportunity and Inclusive Employer.

If you have a disability or health condition that requires accommodation or reasonable adjustments made during the recruitment process, please let us know by emailing [people@penna.com](mailto:people@penna.com).

Our full guidance and commitment to your application and how we may use your personal information during the application process can be found here: <https://www.penna.com/candidate-care/> and <https://www.penna.com/privacy-policy>

Together we are better, together we are Penna.

# PENNA BEHAVIOURS

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We all aspire and work towards demonstrating the behaviours consistent with the Family values; Accountable, Supportive, Collaborative and Inspiring as listed below:

<p>ACCOUNTABLE</p> <p>Does what they say they will do</p>	<ul style="list-style-type: none"> <li>• Builds open, honest and realistic relationships with customers and colleagues</li> <li>• Reliable and acts with integrity</li> <li>• Determined and passionate about delivery of the best</li> <li>• Accountable and inclusive</li> </ul>
<p>SUPPORTIVE</p> <p>Creates an environment where people can give of their best</p>	<ul style="list-style-type: none"> <li>• Seeks to understand the needs and concerns of others</li> <li>• Creates a learning environment</li> <li>• Seeks feedback from other in order to learn and develop</li> <li>• Inspires others to achieve their goals</li> </ul>
<p>COLLABORATIVE</p> <p>Works as part of one team</p>	<ul style="list-style-type: none"> <li>• Pulls together to put the customer first</li> <li>• Support colleagues without waiting to be asked</li> <li>• Helps others succeed and celebrate their success</li> <li>• Actively looks to break down barriers and finds ways to work together</li> </ul>
<p>INSPIRING</p> <p>Creates new possibilities</p>	<ul style="list-style-type: none"> <li>• Comes to work to make a difference, sets high goals and gives 100% personal energy</li> <li>• Believes in what we do and demonstrates this through actions</li> <li>• Regularly challenges thinking and is open to new ideas and ways of working</li> <li>• Has ambition and confidence to do things in new ways and to create and deliver inspirational solutions</li> </ul>