

COPYWRITER

CREATIVE TEAM

Hiring Manager: Emma Walker

If you'd like to have a confidential conversation about this role,
please email emma.walker@Penna.com



Penna

ABOUT THE ROLE

Role purpose

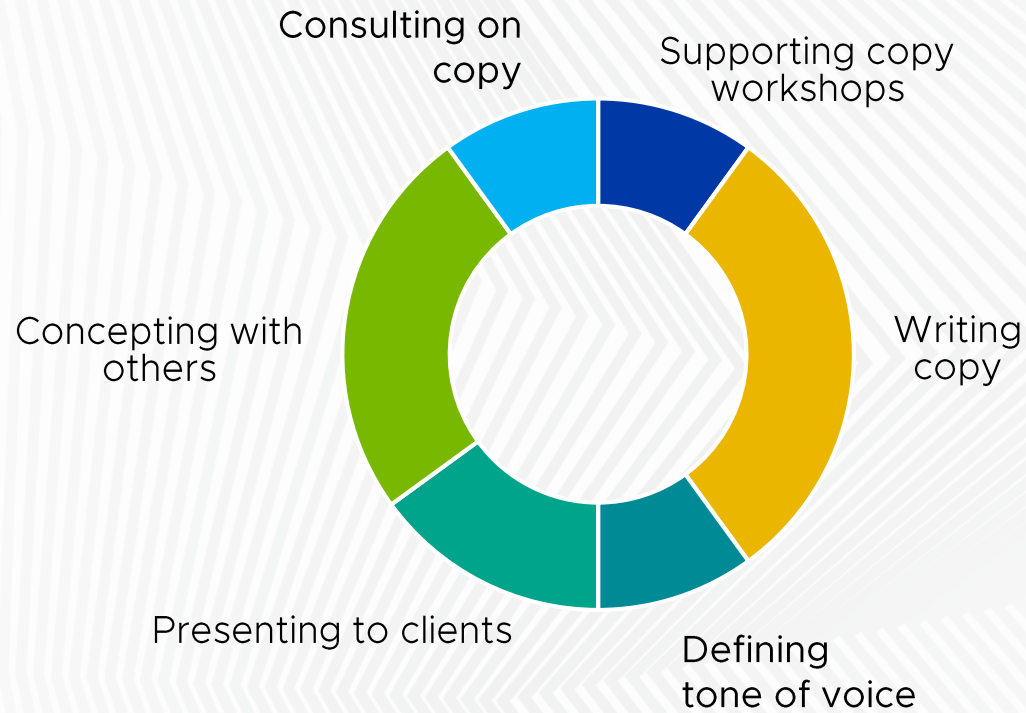
Surrounded by a talented team, you'll develop creative solutions for our range of exciting clients. It's a fast-paced environment, so you'll be confident picking up all kinds of projects and working with different tones of voice. Day-to-day, you'll craft everything from website copy to social copy, conceptualise with others and get the best out of every brief.

WHAT YOU'LL DO

- Write long, short, digital, social, video and audio copy for a range of public sector, commercial, retail and education clients.
- Adopt different tones of voice and ensure all copy/creative is on-brand.
- 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.
- Present to clients in an enthusiastic manner and support with copy workshops.
- Produce outstanding work for pitches, tenders and open days.
- Mentor individuals who join us on work experience placements.
- Be a copy champion and help to educate others – internally and externally.
- Quality check work within the team and across Penna.
- Support the Creative awards strategy and write award entries.
- Keep up-to-date with creative trends and share with the team.

WHAT YOU'LL DO

A typical week might be



KEY RELATIONSHIPS

PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Head of Copy, Creative, Strategy	Your direct line manager and teams
Project Management, Delivery, Client Partners	The teams you'll support

PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

- A genuine passion for copy. (Ideally, you'll have a relevant qualification.)
- Experience within a fast-paced agency environment.
- Experience of working with different clients and tones of voice.
- Knowledge of employer branding and recruitment communications.
- Strong conceptual and strategic skills.
- The ability to confidently and clearly rationalise your ideas.
- The ability to talk to all types of people, excite clients and work well with others.
- The hunger to constantly develop your skills and improve your copy craft.

PENNA BEHAVIOURS

All employees within Penna must demonstrate behaviours consistent with the corporate values; Accountable, Supportive, Collaborative and Inspiring as listed below:

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