

Job Title: **Copywriter**  
Location: **London or Tonbridge**  
Responsible to: **Head of Communications & Marketing**  
Type of role: **Full-time, permanent role**

Date: January 2016

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**Purpose of the Role:**

Charity Bank is an ethical savings and loans bank with a mission to use money for good. We use our savers' money to make loans solely to charities and social enterprises.

We're entirely owned by charitable foundations, trusts and social purpose organisations. So when we say we're an ethical bank, we mean it.

As Charity Bank's in-house copywriter you'll be responsible for creating great content to promote our charity loans and ethical savings accounts.

Day to day this will involve writing a range of content, from blogs and e-newsletters, to ads, print publications and flyers.

You'll play a vital role in our in-house marketing team, writing copy that supports our business strategy, driving traffic to the Charity Bank website and raising the profile of the bank. You'll also be responsible for maintaining the style and tone of our written communications.

We're looking for someone who's as comfortable checking grammar and accuracy as they are writing a snappy headline or tweet. Knowledge of how to test and improve online content is desirable.

If you can thrill us with lucid copy and you share our passion for banking for good, we'd very much like to meet you.

**Other requirements:**

- Some travel within the UK
- Choose between working from our head office in Tonbridge or our London offices. One or two days a week in Tonbridge will be required.
- Some unsociable working hours
- Occasional overnight stays.

### **Key Responsibilities:**

- **Style.** Maintain Charity Bank's voice and tone across its written communications. Maintain grammatical accuracy of all written content.
- **Digital and print.** Create online and print content, including web copy, e-newsletters, blogs, social media content, flyers, customer letters and publications.
- **Content calendar.** Maintain and develop Charity Bank's content calendar.
- **Case studies.** Write borrower case studies and make use of them in the Charity Bank's wider content strategy.
- **Guides.** Produce written and online guides (such as guides to loan finance and ethical finance).
- **Website.** Write and test web copy to increase conversions.
- **SEO.** Create content to boost Charity Bank's ranking in Google search results.
- **Analytics.** Use Twitter and e-newsletter analytics to create click-worthy headlines and engaging content themes. Gather data on the effectiveness of the Bank's content and make recommendations based on those results.
- **Social media.** Support our social media strategy and campaigns with great content.
- **Editing.** Proofread and edit written materials.
- **Deadlines.** Work with the in-house team and Charity Bank staff to create frequent, high quality content and meet deadlines.

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**Essential****Desirable**

<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Extensive experience as a copywriter or journalist</li> <li>▪ Experience of digital platforms (websites, blogs and social media)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience in a retail financial services environment</li> <li>▪ Understanding of the needs of and issues facing social sector organisations</li> <li>▪ Experience creating a resource or library of content</li> </ul>
<b>Attainments</b>	<ul style="list-style-type: none"> <li>▪ Graduate calibre</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bachelor's Degree or above in Creative Writing, English language or Journalism</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Editing and proofreading skills</li> <li>▪ Attention to detail and processes</li> <li>▪ Nose for a story</li> <li>▪ Persuasion and presentation skills</li> <li>▪ Organisational skills</li> <li>▪ Ability to multi-task, work efficiently under pressure and achieve deadlines</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviewing, recording and editing skills for video</li> <li>▪ Analytics to test and improve content</li> <li>▪ Familiarity with principles of content marketing</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>▪ A passion for the mission of the Bank</li> <li>▪ A passion for writing</li> <li>▪ Business acumen</li> <li>▪ Self-reliant and self-motivated</li> <li>▪ Inter-personal skills</li> <li>▪ Dependable; can be trusted to follow through tasks; shows good judgement</li> <li>▪ Personal integrity; inspires trust and respect</li> </ul>	
<b>Thinking</b>	<ul style="list-style-type: none"> <li>▪ Think like a publisher/journalist</li> <li>▪ Flexible in style and approach; able to adapt to new situations and changing priorities</li> <li>▪ Pragmatic and practical</li> <li>▪ Tenacious and solutions-focused</li> </ul>	