

JOB TITLE:	Copywriter – Individual Giving & Legacy Campaigns
RESPONSIBLE TO:	Content and Storytelling Lead
LOCATION:	Hybrid, with average 1-2 days a week in the office (The Grange – Saunderton, Buckinghamshire)
HOURS:	24.5 hours per week

Purpose of the role

As our Individual Giving programme continues to grow, with ambitious fundraising targets and an expanding team, compelling and dynamic copy plays a vital role in helping us engage supporters and drive income. We are looking for a talented Copywriter to create compelling supporter focused content that supports our Individual Giving activity, including appeals, raffles, Sponsor a Puppy communications, supporter feedback and development communications. You will bring the work of Hearing Dogs for Deaf People to life, through clear, persuasive and emotionally engaging copy that inspires supporters to give, stay connected and feel valued.

You will work closely with the Head of Supporter Retention and Growth and the Head of Acquisition and their respective teams, Marketing, the Creative Strategy Team and wider charity teams to deliver high quality copy across a range of channels and campaigns. The role requires strong direct response writing experience, strong storytelling skills, a supporter first mindset and an ability to manage multiple deadlines. You will also need to confidently write to the brand guidelines and tone of voice.

Overview:

- Working as a bridge between our Creative Strategy and Individual Giving teams, you will produce creative and engaging copy to support various fundraising activity, to attract and engage new and existing supporters of the Charity.
- Reporting to the Content and Storytelling Lead, you will work as part of a small but busy team on a wide range of Individual Giving and Legacy communications that tell the story of the Charity, our dogs, and the deaf people we help and encourage people to support the Charity.
- You will have significant experience of writing powerful direct response fundraising appeals that inspire people to donate to the Charity.

Living well with hearing loss

- You will produce copy for regular updates on how our sponsor puppies are getting on in their training, which are sent to thousands of puppy sponsors, and any other type of copy that will help tell our story or encourage support.
- You will contribute ideas and direct response copy to donor recruitment activity.
- You will have a strong grasp of the importance of consistency of tone, be able to adapt your writing style for the audience you are writing for while staying true to our house style, you'll have a strong creative flair, the ability to work to a brief, a solid understanding of the importance of storytelling, and excellent copywriting and proofreading skills.
- You will support our roster of freelance copywriters, providing proofreading skills, constructive feedback and guidance to ensure all work reflects our in-house tone of voice.

Key responsibilities:

- To write regular and engaging 'pupdates' for our puppy sponsors, letting them know how the puppy they have sponsored is doing in its training. Each sponsor puppy (we have between 20-25 in our puppy sponsorship scheme at any one time) has at least four printed updates throughout their training journey of around 18-24 months.
- To produce powerful and inspiring direct response copy for the programme of Individual Giving campaigns including two printed fundraising appeals we send to our supporters throughout the year, appeal emails, two supporter raffles as well as a variety of supporter retention and development communications.
- To interview staff, supporters, deaf partners and other stakeholders sensitively to gather content and tell stories ethically and effectively.
- Produce copy for multi-channel activity. Including direct mail, email, landing pages, web content, social media and other supporter communications.
- To contribute ideas and copy to our direct response advertising and website landing pages which are used to recruit donors and develop long-lasting relationships.
- Proofread, edit and quality check copy to maintain high standards of clarity, consistency and accuracy.
- Collaborate with fundraising, marketing, design and digital teams to deliver integrated campaigns on time and to brief.
- Support testing, review and optimisation by adapting copy in response to campaign objectives, insights and performance data.

- To work closely with the Marketing and Communications copywriter to support during busy times and to cover during leave.
- To undertake any other activities as required, some of which may require occasional work during unsociable hours, including weekends where necessary, and attending events.

Person specification:

Criteria	Attributes	
	Essential	Desirable
Qualifications and Training		Formal training or a qualification in an appropriate subject (e.g., copywriting, creative writing, PR, communications, or marketing)
Previous Experience	2+ years of experience in a similar copywriting role	Experience of a similar role within the charity sector
Skills/Abilities/Knowledge	<p>A sound understanding of the importance of storytelling, particularly in the charity sector</p> <p>Excellent copywriting and proof-reading skills</p> <p>A solid understanding of fundraising and direct response copywriting</p> <p>Experience of writing across a range of channels including direct mail, email and other digital channels</p> <p>The ability to ensure all written content fits our brand guidelines, house style and tone of voice</p> <p>The ability to build good working relationships and to put people at ease when their stories are being told</p>	

Living well with hearing loss

	<p>Ability to prioritise and work proactively under your own initiative, in a changing environment with tight deadlines</p> <p>Excellent communication skills, both verbal and in writing with a passion for storytelling</p> <p>IT competency with all Microsoft packages</p>	
Attitude and Approach	<p>Happy to take on a wide range of copywriting tasks to support the Charity's fundraising activity</p> <p>A supporter first approach ensuring all supporters always have the best possible experience</p> <p>'Hands-on' approach and flexible 'can do' proactive attitude.</p> <p>Must be able to work collaboratively with a wide range of staff, teams and volunteers.</p> <p>A positive and energetic approach to work</p>	
Personal Attributes	<p>Professionalism and kindness</p> <p>Approachable, and calm under pressure.</p> <p>Able to prioritise effectively and manage conflict and competing interest groups.</p>	Diplomacy and tolerance
Additional Requirements	<p>Has a full, clean UK driving licence</p> <p>Ability and willingness to work flexibly</p>	

Living well with hearing loss

General Requirements of all staff:

- Ensure compliance with GDPR and data protection
- As a charity, Hearing Dogs has a large network of volunteers based at both our training centres and spread nationwide. As such, you may be involved in working with and/or supervising volunteers in this role.
- To undergo training to a set level of deaf awareness and communication as required by the charity.
- Carrying out any other reasonable duties requested by your manager.

DBS Level Required	BASIC
---------------------------	--------------

Living well with hearing loss