

<b>JOB TITLE:</b>	<b>Copywriter - Marketing &amp; Communications</b>
<b>RESPONSIBLE TO:</b>	<b>Content &amp; Storytelling Lead</b>
<b>LOCATION:</b>	<b>Hybrid, with average 1-2 days a week in the office (The Grange – Saunderton, Buckinghamshire)</b>
<b>HOURS:</b>	<b>3.5 days a week - 24.5 hours</b>

### **Purpose of the role:**

We are looking for a talented Copywriter to create compelling, supporter focused copy that supports our marketing and communications activity, including our bi-annual supporter magazine, hearing link services outreach and various multi-channel marketing initiatives throughout the year – from volunteer recruitment and brand visibility to deaf awareness campaigns. You will bring the work of Hearing Dogs for Deaf People to life, through clear, compelling and emotionally engaging copy that tells our story and inspires supporters to stay connected and feel valued.

Working in the Creative Strategy team in the Performance Marketing and Communication division, you will work closely with the Content and Storytelling Lead, Associate Director of Creative Strategy and their respective teams, to deliver high quality copy across a range of channels and campaigns. The role requires strong brand marketing copywriting and storytelling skills, a supporter-first mindset, confidence writing to brand guidelines and tone of voice, and the ability to manage multiple deadlines.

### **Overview:**

- Working as part of the Performance Marketing & Communications division, you will create engaging, creative copy to support marketing and communications activity, promoting our services to people with hearing loss and helping to attract, retain and engage new and existing supporters.
- Reporting to the Content & Storytelling Lead sitting in the Creative Strategy team, you will work as part of a small but busy team on a wide range of public-facing communications that tell the story of the Charity, the people with hearing loss we help and our incredible dogs.
- You will be confident crafting impactful brand messaging that inspires support for the charity including producing high-quality magazine content, community fundraising event content and any other type of copy that will help tell our story, promote our services or encourage support.

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- 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.
- Support our roster of freelance copywriters, providing proofreading, constructive feedback and guidance to ensure all work reflects our in-house tone of voice.
- Support the Individual Giving Copywriter with fundraising copy where required.
- You will be working on a range of marketing and communications activity across the Charity, so should have the ability to build good relationships with different teams and with the deaf people the charity exists to support.

### **Key responsibilities:**

- To produce compelling brand marketing and communications copy across all Hearing Dogs' marketing and communications channels, delivering always on messaging and organisation wide campaigns across our website, email, social media, paid digital, SEO, print materials, OOH and media channels.
- To work with the wider Creative team to produce the majority of the written content for our bi-annual 28-page supporter magazine, which includes features and news from across the Charity. This involves interviewing case studies to maximise the strength of our appeals.
- To create clear, engaging copy, including lived-experience stories, that promote our Hearing Link services to people with hearing loss, encouraging them to access the support available.
- To write communications materials that increase public awareness of the emotional and practical impacts of hearing loss and build confidence in how to support those affected.
- To write copy that helps drive volunteer recruitment, including engaging volunteering stories across owned channels and earned media.
- To write compelling copy for our community fundraising events including web copy, email sequences and supporter packs, inspiring supporters to engage with and maximise the impact of their community fundraising activities.
- To write/proofread core internal documents including annual reports and impact reports.
- To help upskill colleagues in copywriting and champion best practice across the organisation, including running training sessions and creating clear writing guidelines.

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- To produce any other written content for use in communications and marketing materials as required by the Content & Storytelling Lead.
- To undertake any other activities as required by the Content & Storytelling Lead, some of which may require occasional work during unsociable hours, including weekends where necessary, and possibly 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 proofreading skills</p> <p>Strong brand knowledge and ability to apply organisational brand framework and story effectively</p> <p>The ability to ensure all written content fits our 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> <p>Ability to prioritise and work proactively under your own initiative, in a changing environment with tight deadlines</p>	

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	<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 communications, marketing, and 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>	

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**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.

<b>DBS Level Required</b>	<b>BASIC</b>
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