

## Creative Copywriter

### Scope

<b>Title</b>	Creative Copywriter
<b>Directorate</b>	Fundraising, Marketing & Communications
<b>Reporting to</b>	Creative Manager
<b>Groups</b>	Creative Team, Brand & Communications Unit
<b>Location</b>	Hybrid – UK office location Rugby
<b>Duration</b>	Permanent
<b>Grade</b>	Grade 4 - £35,000 - £38,000
<b>Travel</b>	Not required but may be requested in special circumstances

### About the Role:

We are looking for an experienced Creative Copywriter with a talent for developing compelling campaign concepts and communications that inspire action, deepen engagement, and grow fundraising income across audiences and channels.

Working as part of a friendly creative team alongside two designers, another copywriter, and a creative manager, you will develop strategically effective copy for fundraising campaigns, brand storytelling, digital marketing and supporter communications. You will play a key role in translating complex global issues into galvanising, accessible, human-centred narratives that motivate our audiences into action.

This role is ideal for someone with a deep desire to drive positive change and who combines excellent writing skills with strong conceptual thinking. You should be adept at tailoring narratives to resonate with diverse audiences, adapting your approach to meet differing needs and contexts.

## **Accountabilities:**

### **Strategic storytelling and narrative**

- Create engaging stories and case studies from raw transcripts and content gathered from across the organisation.
- Transform impact data and programme information – including methodology, context, needs, results and learning – into emotionally resonant narratives aligned with Practical Action’s strategic objectives.
- Ensure Practical Action’s tone of voice consistently reflects our organisational values and ethos, while embedding ethical storytelling standards across our communications.
- Convey Practical Action’s unique approach and value proposition in impactful, galvanising ways that further our mission to start the big changes the world urgently needs.

### **Campaign development and delivery**

- Develop original creative concepts for fundraising and brand campaigns that express the distinctiveness of Practical Action in a galvanising way.
- Collaborate with others in the creative team, the wider marketing directorate, and colleagues across the organisation to plan and deliver impactful multi-channel work.
- Write insights-based and results-oriented copy for a range of applications and audiences, including print and digital fundraising appeals, email and website content, and video scripts.
- Work collaboratively with multiple teams to shape campaign messaging, from initial concept through to production and sign-off.

### **Brand tone of voice and stewardship**

- Maintain a consistent, compelling and emotionally resonant tone across channels, while adapting style and storytelling angles for different audiences, including individual giving supporters, institutional donors, and corporate and philanthropic partners.
- Bring our brand personality principles to life through your work, modelling best practice and championing their application across the organisation.
- Demonstrate a proactive, collaborative and strategic approach across all projects and tasks, identifying opportunities to strengthen the impact and quality of our communications, and supporting colleagues in developing their skills.

## **Internal and External Relationships:**

The Creative Copywriter will be expected to:

Influence and constructively challenge stakeholders to strengthen creative output and campaign effectiveness.

Build strong, collaborative relationships with colleagues across the Fundraising, Marketing & Communications directorate, and beyond, to develop impactful results-focused campaigns and insights-based storytelling.

Work closely with designers, communications colleagues globally, technical experts, and audience owners to co-create integrated, distinct, and compelling communications aligned to our fundraising and positioning objectives.

Engage effectively with external partners, including agencies and freelancers, to deliver high-quality outputs in partnership.

## Person Specification:

Qualifications, Knowledge and Experience (Indicate which are essential and which are desirable):

### Essential

- Demonstrated ability to lead collaborative work to develop strong creative concepts and multifaceted campaign ideas, not just execute copy.
- Strong experience contributing to the development of integrated creative campaign concepts from initial insight to final delivery.
- Ability to connect creative thinking with strategic objectives, developing concepts that resonate with multiple audiences.
- Ability to deliver high-quality work to tight deadlines and within the real-world constraints of fundraising production cycles.
- Strong portfolio showcasing conceptual campaign work and storytelling ability.
- Proven experience writing successful fundraising copy within a charity, NGO, agency or purpose-driven organisation.
- Strong understanding of donor insights and motivations, supporter journeys, and fundraising best practices.
- Experience developing copy for integrated, income-generating campaigns across digital and offline channels.
- Ability to balance emotional storytelling with confident handling of complex topics, strategic calls to action, and measurable outcomes.
- Exceptional English language skills in writing, editing and proofreading.
- Ability to adapt tone and messaging for different audiences and platforms.
- Strong understanding of brand voice and audience engagement.
- Experience working collaboratively across diverse teams, ideally in international and multicultural settings.
- Interest in international development, humanitarian issues, and social and environmental justice.
- Excellent organisational and time management skills.
- Action-oriented and comfortable taking a proactive approach to collaborative projects.

### Desirable

- Experience working internationally or with global programme teams.
- Knowledge of ethical storytelling and safeguarding considerations in charity communications.
- Familiarity with audience analytics, A/B testing, and digital campaign performance metrics.
- Experience briefing creatives or managing external agencies and freelancers.