

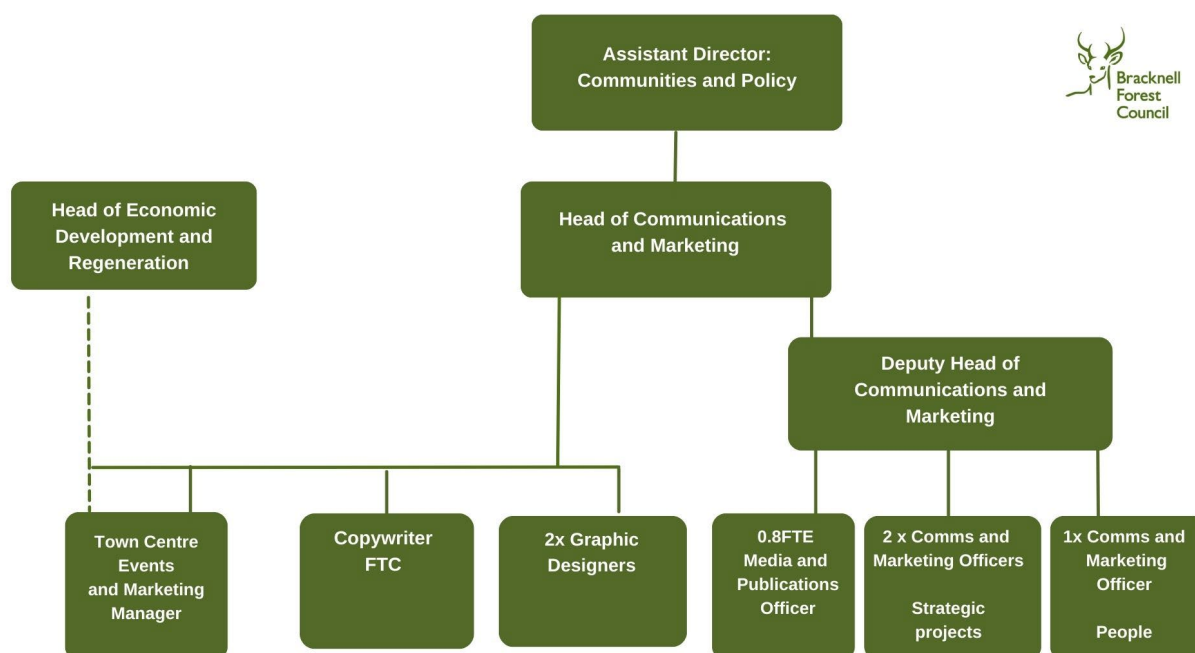
## JOB DESCRIPTION

<b>Job Title:</b>	Copywriter		
<b>Directorate:</b>	Communities	<b>Salary:</b>	<b>£36,363 - £40,777 FTE</b> Plus £729 London Weighting
<b>Section:</b>	Communities and Policy	<b>Grade:</b>	<b>BG-G, SCP25-30</b>
<b>Location:</b>	Time Square	<b>Work Style:</b>	Home-Flex

### Key Objectives of the role

1. To produce high quality online and offline copy, publications and content for the council that are easy to read and understand. This includes, but is not limited to, newsletters, leaflets, posters, letters, and digital content.
2. To enhance the quality of communications and public-facing documents across the council through proofreading and editing, ensuring content written by colleagues is easy to understand, jargon free and meets the council's house-style.
3. To upskill and train colleagues council-wide on how to write effectively, accessibly and meet house-style through dedicated training and drop-in sessions, as well as creating how to guides for longer term use.

### Designation of post and position within departmental structure



## Daily and monthly responsibilities

- To write and edit copy in line with accessibility standards and house-style for a range of mediums and channels, including digital and hard copy newsletters, social media, intranet, website, emails, marketing collateral and news releases (this list is not exhaustive).
- Edit and proof documents, including strategies, presentations and policies, to ensure copy is easy to read, jargon free, accessible and relevant.
- To produce the council's annual hardcopy residents' magazine including copywriting, editing and proofing as well as liaising with relevant suppliers and designers to ensure deadlines are met and professional standards are maintained.
- To produce the council's online staff magazines (weekly bulletin and monthly full magazine), including writing, editing and proofing copy and liaising with graphic designers to ensure accuracy, accessibility and professional standards (including deadlines) are met.
- To write, proof and edit the council's weekly digital e-newsletter for residents, ensuring it is accurate, accessible and professional.
- To oversee the content of service led council e-newsletters to ensure they are accurate, professionally written and accessible for the relevant audience.
- To monitor and feedback on council social media accounts with regards to copy accuracy and accessibility, providing timely and relevant amendments and solutions.
- To set up and run regular drop-in and training sessions for staff to trouble shoot issues with copy and text and provide solutions, advice and templates where required.
- To provide engaging copy for staff channels on the importance of accessibility and content text style and how to achieve it.
- To create a suite of resources to encourage staff to produce accessible copy and text for all communications and public documents.
- To maintain and update the council's writing guides and suggest changes in line with best practice and accessibility standards.
- Carry out other duties compatible with the nature of the post as required by the Head of Communications and Marketing.

## Scope of role

- The role requires effective prioritising of a complex and constantly changing workload with permanent working to short and tight deadlines.
- The role requires regular handling and managing some confidential materials and issues, demanding clear thinking and sensitivity, as well as high level tact and diplomacy.
- The role requires excellent inter-personal and problem-solving skills and the ability to collaborate effectively with staff from all parts of the organisation.
- The postholder will need an exceptional eye for detail and will need to be able to effectively challenge and support colleagues who need help making change.
- Effective supplier liaison and management will be part of the role when working on publications.
- This post is politically restricted.

Commitment to the Council's Equal Opportunities policy at all times

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only

## PERSON SPECIFICATION

KEY CRITERIA	ESSENTIAL	DESIRABLE
<b>Skills and qualifications</b>	<p>Demonstrable experience of working in a copywriting role.</p> <p>A-level English qualification or equivalent.</p>	<p>Evidence of continuous professional development within professional membership organisation.</p> <p>Recognised qualification in media, journalism, communications, or creative writing e.g. NCTJ, BJTC, CIPR, CIM</p>
<b>Competence Summary</b> (Knowledge, abilities, skills, experience)	<p>Experience of proofreading and editing text to a high professional standard and in line with appropriate style guides.</p> <p>Experience of collating, editing and proofing copy for online and offline magazines.</p> <p>Exceptional writing skills that translate complex information and jargon into plain English, customer focussed and engaging copy, and the ability to tailor this for each audience/ channel.</p> <p>Excellent written English skills, including exceptional spelling, punctuation and grammar.</p> <p>Excellent analytical skills to reach sound judgements and provide expert advice in short timescales.</p> <p>Experience of, and commitment to, working in a collaborative and continuous learning team culture.</p> <p>Experience and confidence in working to a high level of autonomy and being able to use own judgement regarding when to seek advice and guidance from the right place and at the right time.</p> <p>Thorough understanding of accessibility standards and how to make copy/ text as inclusive as possible.</p> <p>Working knowledge/ understanding of the importance of writing style</p>	<p>Experience of running bite-sized in-person and digital training courses.</p> <p>Experience of using content management systems.</p> <p>Experience of using social media platforms.</p> <p>Experience of working in political environment.</p> <p>Previous experience of creating engaging resources for staff.</p> <p>Experience of producing publications from end-to-end, including supplier liaison and management.</p>

	guides and how to successfully use them.
	Ability to create engaging news releases for the media.
<b>Work-related Personal Requirements</b>	<p>Willingness and ability to prioritise and deliver on a complex and frequently changing workload.</p> <p>Highly effective interpersonal and empathetic skills and ability.</p> <p>Confident, creative and articulate.</p> <p>A highly effective team player.</p> <p>Demonstrable influencing &amp; leadership skills and abilities</p>
<b>Other Work Requirements</b>	<p>Political sensitivity.</p> <p>Effective ICT skills.</p>
<b>Role models and demonstrates the Council's values and behaviours</b>	<p>Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.</p> <p>We make our values real by demonstrating them in how we behave every day.</p>

**All staff should hold a duty and commitment to observing the Council's Equality & Dignity at Work policy at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.**

