

Job Description

Group Member:		Luminate Group Services	
Job Title:		Copywriter	
Reports to:		Creative Manager	
Job Grade	C	Department	Marketing

ROLE SUMMARY:

An exciting role has arisen for a passionate and creative copywriter to join our team at Luminate Education Group. Our team is made up of graphic designers, animators, copywriters, and filmmakers, who are a part of the wider Marketing department at Luminate Education Group. You will be working with a collection of FE colleges; each has its own successful identity which is recognized locally.

We are looking for someone who has a fresh approach to writing copy, who will work collaboratively with our existing creative team to create impactful campaigns.

SPECIFIC ROLE RESPONSIBILITIES:

1. Write a range of creative marketing collateral copy in response to departmental briefs.
2. Own and maintain the house style guide and produce work in line with brand guidelines and tone of voice.
3. Work closely with the creative team to develop key messages and create creative concepts to meet objectives.
4. Write concise, attention grabbing, engaging copy for social media campaigns.
5. Understand a range of complex target audiences.
6. Create interesting, informative, long form copy for publications.
7. Proofread a range of material to a high standard.
8. Ability to participate in evening/weekend work as required.

CORE RESPONSIBILITIES:

1. Write a range of creative copy for prospectuses, website landing pages, leaflets, posters, booklets, video captions, radio scripts, and other marketing collateral, as necessary.
2. Ensure all materials across the group are clear, consistent, complete, and credible, and that text is well written, grammatically correct, and accessible.
3. Ensure the house style guide is updated and maintained.
4. Work with the creative team to develop key messages, taglines, straplines, and creative concepts for campaigns.
5. Understand a range of complex audiences to tailor ideas and copy for each group accordingly.
6. Produce high quality work in line with the brand guidelines for each FE college member.
7. Proactively contribute to the creative scope of departments' ideas in relation to content output.
8. Proofread and edit a range of marketing and communications material.

9. Advise departments on approaches taken with content.
10. Produce work in line with established tones of voice for different audiences.
11. Stay updated on appropriate style guidelines and brand voice for consistency in messaging.
12. Interpret copy briefs to understand campaign and project requirements.
13. Use SEO principles to maximise digital copy reach.
14. Prioritise a high-volume workload often requiring short turnaround times.
15. Revise copy based on internal and departmental feedback/direction.
16. To support at marketing and recruitment events such as our Open Days.
17. Any other duties that are specific to the department.
18. Assistance in the preparation, support and participation of examinations and invigilation across the Group

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

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The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the personal statement section of the application form. Each criteria is marked with whether it is an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation,
C= Certificate, MT = Micro Teach, R = Reference

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Relevant degree (Copywriting, English) or equivalent qualification	A / C
E	Q2. Relevant postgraduate and/or professional qualification	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of producing compelling copy for a variety of platforms.	A / I / T
E	EK2. Proven ability to adapt writing styles and tones of voice to meet the needs of different audiences.	A / I / T

E	EK3. Demonstrable ability to produce efficient and quality copy solutions to meet unexpected issues or developments.	A / I / T
D	EK4. Specialised knowledge and skills in copywriting (SEO principles, paid social media ads, GDN)	A / I / T
E	EK5. Ability to develop creative messaging and campaign ideas.	A / I / T
E	EK6. Experience of working in line with an established style guide.	A / I / T
E	EK7. Proven experience of prioritising tasks and managing a heavy workload effectively.	A / I / T
D	EK8. Knowledge of the youth market.	A / I / T

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1.Excellent writing skills	A / I / T
E	SC2. High quality literacy and numeracy skills	A / I / T
E	SC3.Good levels of negotiation, customer liaison and problem-solving abilities	A / I
E	SC4. Excellent proofreading and editing skills	A / I / T
E	SC5. Ability to work independently and as part of a group	A / I
E	SC6. A passion for creative writing and influencing	A / I / T
E	SC7. Enthusiasm, energy and focus on delivering outstanding results	A / I / T
E	SC8. Resilience under pressure and a positive mental attitude	A / I

Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment

E	B1. Support and promotion of equality, diversity, and inclusion	A / I
E	B2. Promotion of a safe environment for children, young people, and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I