

Copywriter, Marketing

Role Description:

The overall purpose of role is to bring the P&O Cruises brand to life through the creation of persuasive copy that reflects the brand positioning for the defined target market and meets strategic and tactical objectives. To act in an advisory role to the rest of the business for copy and tone of voice.

RUI:	2061	Grade:	CUK10
Directorate:	P&O Cruises Marketing	Reports to:	Senior Copywriter – P&O Cruises
Function:	P&O Cruises, Sales & Marketing	Team:	Sales and Marketing Operations
Direct reports:	N/A		

Accountabilities:

- Review brief to ensure that you are clear on requirements for the project and have access to all the information required to create copy
- Discuss the brief with Marketing Manager/internal client to agree messaging hierarchy and to ensure you have all the information required to progress the project
- Gain insight relating to the project in order to maximise effectiveness of the communication e.g. review competitor communications, customer insight/research findings, trade advertising, travel articles and effective customer communications from outside the travel industry
- Work with Designer to discuss the project and agree creative concept
- Present concepts and give clear rationale to Senior Copywriter, Senior Manager – creative & Content, Directors and Vice Presidents with the designer involved
- Create copy that supports concept, meets the brief, reflects brand positioning and adheres to house style
- Work to the project schedule supplied by Marketing Manager
- Review copy produced within the department to ensure accuracy and brand compliance
- Provide constructive feedback and amendments where required
- Attend feedback meetings as and when required to discuss feedback and progression of project
- To input into campaigns led by appointed advertising agency to ensure consistency of creative
- Review the project feedback/performance measures to identify and build upon successful projects
- Support Senior Copywriter in the communication of the tone of voice and best practice to the wider business
- Build brand knowledge in order to present a compelling and accurate account of experiences with the brand

Customer Responsibilities (Internal & External Customers)

- Understand the P&O Cruises customer orientation and motivation so as to optimise messaging and presentation of P&O Cruises marketing collateral
- To understand brochure production process in order to deliver creative, highly effective projects
- To seek feedback on service performance and ROI

Administration Responsibilities

- Maintaining an orderly and readily accessible digital record of work in progress
- Contribute to the department's display of work (live and in progress)

People Management /Coaching / Development

- To engender and maintain an 'agency' environment
- To input into the selection process for freelance copywriters or new in-house copywriters when requested by the Senior Copywriter
- To work closely with designers in order to ensure the messaging of campaigns has the desired impact and projects are delivered to desired timescales.

Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of yourself and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Act safely in accordance with our safety behaviours

General Responsibilities:

- Occasional travel on ships to inform brand knowledge/ support projects
- Attendance at corporate run events to provide support to internal departments
- Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- To undertake ad hoc duties as required.

Scope:

Problem solving:

- Respond to problems immediately recommending by providing assets or highlighting the changes need to be made

Leadership:

- The role doesn't call for direct management but you will be responsible for taking ownership/responsibility for day-to-day copy response

Demonstrable Behaviours:

- Creative approach.
- Able to plan and prioritise workload effectively and adapt to changing and challenging deadlines
- Team player, with the ability to work autonomously when required
- Well organised, fast and accurate with a good eye for detail
- Enthusiastic, self-motivated, pro-active and able to use initiative
- Committed to delivering a high standard of work and service to all stakeholders
- Excellent communication skills and able to express views clearly, receptive to other ideas and able to respond to constructive feedback and guidance in a positive way
- Good influencing and interpersonal skills
- Good problem solving ability
- Ability to take projects from initial briefs through to production and review
- Flexible and adaptable approach to tasks and working hours to ensure projects are completed on time
- Supportive to other members of the team

Qualifications, knowledge and experience:

Qualifications – essential:

- Educated to degree level in English Language or related course (minimum 2:2)

Knowledge/ Experience – essential:

- Minimum 2 years' experience in a copywriting role
- Experience of copy editing and proofreading
- Experience of developing and presenting creative concepts
- Experience of writing for direct marketing, Digital and brochure projects

Qualifications – highly desirable:

- Copywriting qualifications
- Marketing qualification

Knowledge/ Experience – highly desirable:

- Experience of direct marketing production
- Experience of brochure/magazine production
- Experience in client handling
- Experience of working with a FMCG brand
- Experience of script writing

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