



Midweight Copywriter

Department:	Studio
Contract type:	Permanent
Location:	Hybrid - at least two days a week in office (London)
Contract hours:	37 hours per week (Monday-Friday)
Reports to:	Associate Creative Director (Copy)
Direct reports:	N/A
Salary:	£45,000 PA depending on experience

About the role

As a Midweight Copywriter at Open, you play a key role in our mission to bring people together to change the world. You'll be part of our busy studio team, working with art directors and designers on a range of projects including Direct Mail, social, DRTV and integrated campaigns.

About you

You're already a skillful writer and creative who's passionate about making the world a better place. You'll have at least two years' experience working for a charity or agency, producing long and short copy and conceptual ideas, ideally, for all kinds of fundraising comms. In short, you know how to craft copy that inspires people to give and give again. And now you're looking to expand your creative skills to take on bigger integrated projects and hone your skills.

About your key responsibilities (not exhaustive):

- Work with our team of Art Directors to produce strong creative concepts for our clients that not only meet, but surpass the brief.
- Present your work to clients in an engaging, collaborative way.
- See your work through from concepts to artwork, working with Client Services to take on board client feedback without compromising the creative or its effectiveness.
- Work collaboratively with Planning to ensure the latest insight and best-practice is built into your work.
- Manage your time effectively, with the support of the Delivery team, to ensure your work is delivered on time and on budget.

Skills & Experience:

- A portfolio which demonstrates strong conceptual ideas, excellent copy skills – both short and long copy – and, ideally, fundraising.

- Experience of writing responsive copy for direct mail charity appeals.
- Good presentation skills that reflect your passion for working on charity campaigns.
- The ability to work well under pressure, meet tight deadlines and collaborate effectively on creative projects.

Likely Key Performance Indicators:

- Is the work at the level we expect, as judged by the Associate Creative Director, Creative Director and client feedback?
- Is the Midweight Copywriter working collaboratively and effectively as part of a creative team with an Art Director – and with the other colleagues across the agency?
- Is the work consistently delivered on time and within estimated hours?
- Is the Midweight Copywriter a positive influence on the agency, looking to add value where they can and find solutions to tricky problems?

Key Interactions (between postholder and others):

- Work closely with Art Directors to generate strong ideas and deliver work from concepts through to artwork.
- Present work to the Associate Creative Director, Creative Director, Planning and Client Services, and take on feedback.
- Present work to clients.
- Build relationships with Planning to ensure the latest insight and best-practice is reflected in your work.
- Build relationships with Client Service teams to build trust, provide support and challenge feedback when necessary.
- Build relationships with clients.
- Work closely with the Delivery team to ensure all work is delivered on time and within estimated hours.