



Senior 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

About the role

As a Senior 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, digital, DRTV, video and integrated campaigns. As a senior member of the studio, you will take the role of Creative Lead on a key client, becoming the expert on their brand, their work and their creative challenges as well as building key relationships with clients.

About you

You are a great writer, a conceptual thinker and passionate about the sector and making the world a better place. You're as comfortable writing a video script or killer headline as a four-page letter or a snappy email, and have experience of creating effective channel-neutral fundraising campaigns that excite, innovate and deliver results. You work well under the pressures of a busy Studio environment.

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 excellent copywriting skills – both conceptual and long copy – and experience of delivering effective channel-neutral, integrated campaigns for the charity and not for profit sector.
- Experience of writing effective copy for Digital and Social channels.
- Strong presentation skills and the ability to inspire your clients and colleagues

Likely Key Performance Indicators:

- Is the work at the level we expect, as judged by the Creative Director and client feedback?
- Is the Senior Copywriter working collaboratively and effectively with the other members of staff – Designers, Planners, Client Services etc?
- Is the work consistently delivered on time and within estimated hours?
- Is the Senior 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 as part of the Creative Lead role
- Work closely with the delivery team to ensure all work is delivered on time and within estimated hours.