# Role description

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| Role: | **Copywriter** |
| Business function: | Content creation |
| Managing: | N/A |
| Prepared on: | 14th March 2019 |

# Purpose and scope

The purpose of this Role Description is to describe the **copywriter role.**

The main purpose of this role is:

- To develop and implement content relevant to the promotion of Fresh Egg including: technical service descriptions, agency culture articles, whitepapers, resource guides, newsletters, press releases, blog posts, email campaign communications, award entries, case studies, etc.

- To produce content briefs for other technical writers or guest writers

- To support the generation of inbound leads and enquiries.

- To develop and promote content for and across Fresh Egg’s social media channels

*This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.*

# Role responsibilities

## Key responsibilities

* To write clear copy, blog posts, email content, research papers, white papers, case studies, and/or other publications as required
* To input into content strategies to support key stages of the customer journey of Fresh Egg’s various audiences
* To create content calendars and planners in line with Fresh Egg’s objectives - and to then be responsible for successful implementation
* To follow Fresh Egg’s content guidelines and tone of voice
* To understand Fresh Egg’s products/services, competition, industry, goals and objectives
* To learn how to complete thorough search intent research to understand users search behaviour and identify content opportunities
* To produce and promote social media content and campaigns
* To ensure traffic is driven to content assets by leveraging landing pages, social media promotion, search engine optimisation etc. and working with Fresh Egg’s technical experts in these areas
* Coordinate with internal teams to illustrate articles
* Ensure all-around consistency in the agency’s content production (style, fonts, images and tone)
* To keep fully up-to-date with industry developments and Fresh Egg’s service offering
* To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency

## KPIs and reports

* To understand and work with Fresh Egg’s data team to measure success across all activity carried out

## Best practice, organisation and requirements

* Proven work history as a content writer, copywriter or similar role
* Excellent written English skills
* Experience in proofing and editing copy
* Ability to meet deadlines
* Hands-on experience with content management systems and social platforms

Key behaviours should be aligned to core values at all times.