

Job Description – Copywriter (PB5)

Job summary

As a creative and engaging content writer you will be equally happy working with other content creators to ensure the copy is consistent and engaging across all communications channels.

You'll help raise the profile of our often-unsung areas of the business, partnering with colleagues across the organisation to source, develop and publish accurate, timely content.

Key responsibilities & accountabilities

- Have excellent copywriting and storytelling skills.
- Write clear and compelling content in a variety of forms targeted to different audiences and channels.
- Produce high-quality content for our website that's helpful to our customers and optimised to support search engine rankings and generative engine results.
- Proofread and edit written content, ensuring consistent high levels of quality, style and tone.
- Collaborate with the wider team to ensure that all copy is consistent and aligned with brand guidelines and tone.
- Be able to quickly develop an understanding of Forestry England's tone of voice.
- Translate complex or disparate information into engaging language that is easily accessible for a wide range of people.
- Work well on their own initiative, whilst being able to work effectively as part of a team and assisting in administration tasks.
- Have strong workload management skills, be agile and able to work quickly while delivering superb content.
- Have a positive and enthusiastic attitude.

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- Professional and technical expertise.
- Proven copywriting skills.
- Competent IT user with experience MS Office, developing website content and using social platforms.
- A strong understanding of SEO best practices, excellent verbal and written communication skills, and a proven track record of creating engaging content.

Desirable professional and technical experience

- An understanding or working knowledge of using generative AI tools to support creating content.

Qualifications

Essential

- Professional qualification and/or relevant experience in PR, communications or marketing.