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### Job Description

**Job title:** CreativeCopywriter

**Grade:** 6 **Post number: GLA1814**

**Directorate: External Affairs**

**Unit:** External Relations

#### Job purpose

* To lead in the generation of creative copy ideas for advertising campaigns that work across a broad range of marketing channels including social media, print, web, email and radio - tailoring messages as necessary for each format.
* To provide a creative copywriting and editing service that supports the work of the External Relations team (Marketing, Digital, Events, Commercial Partnerships, Public Liaison Unit and Creative) in promoting the Mayor of London and London Assembly brands.
* To champion the use of the editorial and language guidelines and plain English across the organisation and assist with the on-going and continuous development of the guidelines.

#### Principal accountabilities

1. To work within the Creative team to provide a creative copywriting and editing service that supports the production of integrated advertising campaigns that are effective across a wide range of media channels including social media, print, web, email, radio and video scripts.
2. Interpret briefs, research competitors and target audiences to produce original, clear, credible and persuasive ideas for headlines, messages, language packs and scripts to support campaign objectives.
3. Ensure that copy ideas generated use plain English, adhere to the organisation’s editorial and language guidelines and are audience focussed – tailoring messages, scripts and storyboards as appropriate to each channel.
4. Proof read, edit and check spelling and grammar, amending/revising campaign messages in response to feedback from focus groups and/or stakeholders.
5. Develop, review and maintain City Hall’s editorial and language guidelines. Ensure that the guidelines remain relevant in light of key trends and popular culture and are adhered to across the organisation by working collaboratively with City Hall staff.
6. Work with internal clients and project owners to ensure that appropriate planning is undertaken to identify and manage copywriting/editing/proofreading tasks appropriately.
7. Be pro-active in identifying and managing the workload to ensure efficient management of resources, escalating any potential resource ‘crunches’ to the Creative Services Manager in a timely manner.
8. Support the Creative Services Manager in promoting a consistent tone of voice and style for the organisation’s communications, working with internal stakeholders to educate them and provide guidance.
9. Assist with editorial copywriting when necessary providing internal copy writing, sub editing and proof reading services that meets the needs of internal stakeholders from policy teams.
10. Manage external agencies and freelance staff to deliver copywriting, editing/sub-editing services when required.
11. Ensure that the language used in marketing communications is accessible to all and complies with City Hall’s Accessible Communications Policy
12. Realise the benefits of London's diversity by promoting and enabling equality of opportunities, and promoting the diverse needs and aspirations of London's communities.
13. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary cross-department and cross-organisational groups and project teams.

**Key contacts**

**Accountable to:** Creative Services Manager

**Accountable for:** Resources allocated to the job

**Principal contacts:** Assistant Director – External Relations, Senior Manager: Brand, Marketing and Digital, Digital Team, Creative Services Manager, Marketing Team, Mayoral Advisors and Directors, Managers across the authority, functional bodies, external suppliers.

**Person specification**

**Technical requirements/experience/qualifications**

* Substantial experience within a similar role – working for a high-profile organisation
* MS Office, Adobe Acrobat, Adobe CC Indesign

**Behavioural competencies**

### Planning and Organising

…is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard

Level 2 indicators of effective performance

* Priorities work in line with key team or project deliverables
* Makes contingency plans to account for changing work priorities, deadlines and milestones
* Identifies and consults with sponsors or stakeholder in planning work
* Pays close attention to detail, ensuring team’s work is delivered to a high standard
* Negotiates realistic timescales for work delivery, ensuring team deliverable can be met

### Responding to Pressure and Change

…is being flexible and adapting positively, to sustain performance when the situation changes, workload increase, tensions rise or priorities shift

Level 2 indicators of effective performance

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages other to engage in change initiatives

### Organisational Awareness

….is understanding and being sensitive to organisational dynamics, culture and polities across and beyond the GLA and shaping our approach accordingly

Level 2 indicators of effective performance

* Challenges unethical behaviour
* Uses understanding of the GLA’s complex partnership arrangements to deliver effectively
* Recognises how political changes and sensitivities impact on own and team’s work
* Is aware of the changing needs of Londoners, anticipating resulting changes for work agendas
* Follows the GLA’s position in the media and understands how it impact on work

### Communicating and Influencing

…is present information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us

Level 2 indicators of effective performance

* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both verbal and written communication
* Persuades others, using evidence-based knowledge, modifying approach to deliver message effectively
* Challenges the views of others in an open and constructive way
* Presents a credible and positive image both internally and externally

### Stakeholder Focus

….is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and manage others’ expectations

Level 2 indicators of effective performance

* Seeks to understand requirements, gathering extra information when needs are not clear
* Presents the GLA positively by interacting effectively with stakeholders
* Delivers a timely and accurate service
* Understands the differing needs of stakeholders and adapt own service accordingly
* Seeks and uses feedback from a variety of sources to improve the GLA’s service to Londoners

### Research and Analysis

... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

Level 1 indicators of effective performance

* Uses a variety of methods and sources to gather relevant data and information
* Checks accuracy of data and information before using it
* Assesses trends in data and spots connections to draw meaningful conclusions
* Summarises research outcomes in a clear and concise way
* Focuses on the research goal, working in a systematic way