

JOB DESCRIPTION

SENIOR COPYWRITER



Job title	Senior Copywriter
Reporting to	Chief Operating Officer
Job location	Hybrid – Ipswich/Home based
Employment status	Permanent, Full-Time

ABOUT US

The **DPO Centre** is a data protection compliance consultancy formed in the UK in 2017. We provide outsourced Data Protection Officers, privacy consultancy services and GDPR representation to over 650 organisations globally. The DPO Centre group consists of The DPO Centre Ltd in the UK, The DPO Centre Europe Ltd in Dublin and The DPO Center B.V in The Netherlands, together with a network of representation offices throughout the 27 EU Member States.

OUR CULTURE

Our mission is "*To inspire and develop one remarkable team, that delivers the extraordinary*", which supports our '#OneTeam' philosophy. Contact with the other members of our team will be frequent, as are the opportunities for team social activities. This therefore not only fulfils our commitment to exchange knowledge, share experiences, improve our processes and constantly improve on the best practice framework employed with our clients, but also to ensure that our new recruits quickly become integral to our motivated, sociable, and connected team.

WHY JOIN THE TEAM?

We offer the opportunity to work in a dynamic, varied and challenging role, alongside a group of like-minded and motivated professionals, within a structured, organised and coordinated team.

As a learning organisation, we provide training, shadowing opportunities and personal development to our employees.

OUR PEOPLE

Within The DPO Centre family we have bakers, skaters, bike riders, avid readers, ultra-runners, budding photographers, keen travellers amongst others. Our team comes not only from the UK and The Netherlands, but from all corners of the world, New Zealand, Argentina, Mauritius, Mexico, South Africa to name a few. Please see for yourself on [our team](#) page.

COMPENSATION

- £35,000 - £40,000 + Benefits
- 10% bonus scheme (non-contractual)

BENEFITS

- Pension scheme
- 25 days annual leave + Length of service accrual
- Wellbeing and electric vehicle schemes
- Personal development
- Additional information on our [benefits](#)

Further details on The DPO Centre and our existing team can be found at www.dpocentre.com

CANDIDATE PROFILE

First and foremost, The DPO Centre is a service business. We look only to recruit proactive, motivated, enthusiastic, customer driven, commercially aware team players, who can clearly demonstrate a passion for what they do and therefore offer an ideal fit with our core values and culture.

To support our continued growth, we require an experienced Senior Copywriter, working closely with the rest of our team, to create and develop a content strategy across multiple channels.

You will be a skilled content writer that understands the need for consistency in clarity, voice and tone. You will have the ability to create captivating, easy-to-digest technical content, based on your own research and supported as required by our large team of Subject Matter Experts. You will have a genuine interest in data protection, and whilst you may not be a privacy professional, you understand the need to educate commercially whilst not being overly influenced by keyword research.

You will need to demonstrate excellent communication and outstanding writing and editorial skills derived from working within B2B sectors; preferably professional services. This role is based in our Ipswich office, with a balance of hybrid working.

DUTIES AND RESPONSIBILITIES

- Create, edit and curate short and long form written word content that includes email sequences and nurture campaigns, press articles, website content pages, blogs, social posts, case studies, white papers, graphic adverts and reports
- Maintain a consistent, distinctive, technically accurate, but easily consumable voice across all media channels that remains aligned with our brand values

- Ensure all marketing materials remain up to date and consistent across all mediums
- Work alongside our various internal and external stakeholders to develop content strategies across our various channels
- Follow an editorial calendar and writing schedule, collaborating with other members of the marketing team and wider company to ensure timely, deadline driven, delivery of materials
- Research industry information and translate into easy-to-understand content that interests and generates commercial engagement
- Engage with target audiences, understand industry challenges and identify new opportunities to deliver meaningful content

PERSON SPECIFICATION

Education and experience:

- A degree level qualification or certification in English, journalism or creative writing, although demonstrable experience and practical knowledge are more highly valued
- A minimum of 3 years of copywriting experience
- An excellent portfolio of comparable work

Personal:

- An enthusiastic team player with a 'Can Do' approach and resilient attitude
- Confident, outgoing and highly organised, with drive, initiative and enthusiasm
- A willingness to learn, work hard, contribute to the team and develop new skills
- Capable of producing excellent, purposeful copy for a range of specialisms/verticals
- Initiative to conduct own content research in order to enhance the strategy and copy
- Ability to tell a story using words, audio and images, with a concrete understanding of how to create content that captures an audience.

Required skills:

- English as your first language and an impeccable grasp of grammar, idioms and expressions
- Demonstrable B2B copywriting experience
- Highly organised, structured and disciplined, with great attention to detail
- Commercial approach to time management and an ability to work to both short and long-term deadlines
- Ability and openness to adapt tone and style based upon feedback from recipients and multivariate testing to improve consumption and response rates
- The ability to work under pressure and juggle multiple stakeholders and workstreams
- Excellent verbal and non-verbal communication skills

Advantageous skills

- Knowledge of the GDPR and data protection regulations
- Knowledge of SharePoint
- Experience working with marketing tools like HubSpot and WordPress

Career Progression

- Team Lead

HOW TO APPLY

Submit your interest by completing the application process via the link provided. For any queries, please contact us at recruitment@dpocentre.com

Click [here](#) to view our Recruitment Candidate Privacy Notice.