

JOB DESCRIPTION

COPYWRITER

**Job title**

Copywriter

Reporting to

Content Manager

Job location

Fully Remote with occasional travel to team meetings
Permanent, Full-Time

Employment status

ABOUT US

The **DPO Centre group** is a multi-national data protection compliance consultancy formed in the UK in 2017. We have provided outsourced Data Protection Officers (DPO), privacy consultancy services, and GDPR Representatives to over 800 organisations globally. The DPO Centre Canada Inc. is the most recent addition to The DPO Centre group of companies, which also consists of The DPO Centre Ltd in the UK, The DPO Centre Europe Ltd in Dublin, and The DPO Centre Netherlands BV., together with a network of representation offices throughout the 27 EU Member States.

OUR CULTURE

Fundamental to our #OneTeam philosophy is our mission: *"To inspire and develop one remarkable team that delivers the extraordinary"*. Contact with other members of our various national teams will be frequent, as will the opportunities for team social activities.

We believe in constantly improving our processes and the best practice framework we employ with our clients. Sharing knowledge and experiences is a vital part of our culture and ensures you will quickly become an integral part of our motivated, sociable, and connected team.

WHY JOIN THE TEAM?

Our offer to you is the opportunity to work in a dynamic, varied and challenging role within a structured team of like-minded and motivated professionals.

The data protection industry is rapidly evolving, and this role offers you have the chance to be involved in projects that encourage professional growth and innovation.

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 from all corners of the world, New Zealand, Poland, Mauritius, Mexico, South Africa to name a few. Please see for yourself on [our team](#) page.

COMPENSATION

- £30,000 - £34,000 depending on experience + Benefits

BENEFITS

- Pension scheme
- 25 days annual leave + Length of service accrual
- Wellbeing and electric vehicle schemes
- Holiday Buy Scheme
- Working Abroad Scheme
- Group Death In Service
- Company Maternity and Paternity Pay
- Personal Development

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, and commercially aware team players. We seek someone who demonstrates a passion for what they do and is aligned with our core values and culture.

To support our continued growth, we require a commercially focussed Copywriter to work closely with our in-house Content Manager and the wider marketing team.

Your day-to-day tasks will include writing copy for campaigns and content across multiple channels, in line with our marketing strategy. You will understand the need for consistency in clarity, voice and tone, knowing how to be persuasive without overstating. 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.

Ideally, you will have an interest in data protection. Whilst you may not be a privacy professional, you understand the need to educate commercially, without being overly influenced by keyword research.

To be successful in this role, you will need to accept constructive feedback and edit suggestions with a balanced perspective. You need to demonstrate excellent writing and communication skills, with at least one year's previous experience in the B2B sector, preferably professional services.

This role is hybrid remote, with Wednesdays at our Ipswich office and quarterly company events at various UK locations.

DUTIES AND RESPONSIBILITIES

- Write high quality long- and short-form copy for various marketing assets and content, including but not limited to, emails, newsletters, social posts, case studies, bios, blogs, adverts, infographics, and website
- Maintain a consistent, distinctive, technically accurate, but easily consumable voice across all media channels that remains aligned with our brand values and copywriting style guide
- Ensure all marketing materials remain up to date and consistent across all mediums and group entities
- Follow and update the editorial calendar and writing schedule, collaborating with other members of the marketing and wider team to ensure timely, deadline-driven delivery of content
- Translate industry research into easy-to-understand, technically accurate content for maximum commercial engagement
- Assist and support the Content Manager with additional research and draft copy, as required
- Utilise SEO best practices to support organic ranking and produce engaging content that naturally incorporates keywords and phrases, without overly focussing on specific keywords
- Proofread and edit drafts for clarity, grammar and punctuation
- Participate in content brainstorming sessions and contribute creative ideas for new assets
- Keep updated with the latest copywriting and content marketing trends, SEO best practices and general industry developments, adjusting approach as required

PERSON SPECIFICATION

Education and experience:

- A degree level qualification or certification in English, journalism, marketing or creative writing, although demonstrable experience and practical knowledge are more highly valued
- A minimum of 2-3 years copywriting experience in a B2B environment
- A strong portfolio of comparable work

Personal:

- An enthusiastic team player with a 'Can Do' approach and resilient attitude
- 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 platforms
- Proactive approach to researching data protection services, industry sectors and relevant legislation to ensure copy is accurate, informative, and engaging
- 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:

- An impeccable grasp of grammar, idioms and expressions
- Demonstrable B2B copywriting experience
- Proficiency with Microsoft Office
- 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
- Experience of using a work management platform such as ClickUp or Trello
- Experience working with marketing tools such as HubSpot and WordPress

Career Progression

- Senior Copywriter > Team Leadership

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.