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| **Role title:** | Copywriter | **Responsible to:** | Brand, Marketing and Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Develop compelling marketing communications copy for marketing collateral across all countries in which MPS operates and support internal teams with relevant launches through best practice and SME inputGlobal |
| **Scale:** | 0 People£0 Budget  |
| **Regulated Function(s) Held:** | No – some activity is regulated; this team role supports copy for insurance product(s) |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| 1. Create impactful communications through production of original copy, including content, straplines and headlines for all forms of printed collateral, web pages, email campaigns, social media, presentations, advertising, marketing and sales collateral.
2. Develop, implement, educate colleagues and champion the MPS House style guide and tone of voice guides for all countries in which MPS operates
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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Support the development and delivery of the Business Development and Engagement strategy to plan, cost and quality
* Support Business Development and Engagement projects affecting MPS wide and roll out other projects/initiatives within Business Development and Engagement ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
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| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team
 | * Operational budget Vs Plan
* Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Cost of sales Vs plan
* Operational budget Vs Plan
* Return on education Vs plan
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| **Member*** Monitor and provide robust challenge of emerging member impact risks and issues arising from Brand, Marketing and Communications business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
* Take time to consider the member in all copywriting-based tasks; assess objectives for all briefs and ensure those are prioritised and delivered in the end result; be a contact point for internal clients across the business; be ready to challenge briefs, discuss directly with clients and generate the best outcomes for the business and the member
 | * Net promoter score
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| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
* Consider opportunities for continuous professional development through either internal or external training and learning opportunities and professional qualifications
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
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| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Own the strategy of MPS’s tone of voice across multi-channel functions from guidelines and planning to execution of accurate, innovative and best in class copy to ensure the organisation remains relevant across all markets and segments
* Be an ambassador and brand guardian for the brand's TOV, encouraging others to adopt the brand tone of voice - develop it continuously to maintain consistency and relevancy
* Identify improvements and continually refine MPS’s house style and tone of voice across all countries in which MPS operates to ensure it is aligned to changing market, member and customer profiles
* Create well thought out ideas and copy concepts for integrated campaigns and one offs that champion MPS with alignment to specific campaigns and campaign deliverables
* Develop copy across a range different styles and tones, getting to the heart of what makes our members and customers tick and communicating this through ideas and words to achieve campaign and communications objectives
* Fulfil daily and weekly copy deadlines to maintain department efficiency, support internal teams, and deliver authoritative, creative and engaging copy to achieve specific campaign or communications goals
* Produce, edit and proof read copy for a variety of different communications channels ensuring all copy is legally compliant ad adheres to brand and tone of voice guidelines
* Contribute to communications strategies aligned to MPS’s strategic projects to ensure consistent tone of voice and brand experience
* Work alongside roster agencies and freelance copywriters to develop consistent copy through all channels.
* Spend time with roster agency creative and copywriting teams to develop and maintain a consistent framework of copy development that can be installed into MPS processes and procedures
* Own the copywriting workload and manage the outsourcing of copy to appropriate resources when workload exceeds capacity
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| **Key Governance Responsibilities** |
| * Oversight of MPS tone of voice and house style for internal and external communications – e.g. Values implementation
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Extensive knowledge of how to develop marketing copy to engage, acquire and compel target audiences to act
* English language degree or equivalent qualification
* previous experience working in a copywriting role either in house or agency
* Extensive knowledge of house style guide and tone of voice development and implementation
 | * Ability to work on a number of projects at any one time, all of which observe a compliance sign off process
* Excellent writing ability, including the ability to write in different styles and to other people's direction
* Good research and analytical skills to gain an accurate understanding of the subject in question
* The organisational ability to manage multiple projects, often to tight deadlines
* Creative copywriting developed in a previous in-house or agency role
* Prioritisation and workload management including the use and management of external resources such as agencies or freelancers
 | * Extensive experience in copywriting, preferably working as part of a larger, internationally operating company
* Experience in developing direct response campaigns
* Experience in developing copy for international markets
* Experience in writing for all media – web, email, social, print and presentations
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| **Desirable** | * Knowledge of writing for not for profit / mutual organisations
* Relevant recognised copywriting accreditation
 | * Script writing for video / animated content
 | * Experience of writing copy for regulated financial services products such as insurance
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