



ROLE: Copywriter

TYPE: Full-time

COMPANY: Leven Media Group Ltd

LOCATION: Porthleven

SALARY: Starting at £19,000 per year with company pension

At Leven Media Group, our core values enable us to nurture an environment in which people can do their best work and where each day is fun, rewarding and memorable. In turn, this enables us to deliver on our company promise; to ensure a positive return for our clients and readers, and create the ultimate lifestyle for all, including ourselves!

Our approach is team-based and we value those who go the Extra Mile, whether that's stepping outside of usual daily duties to help a colleague, or going above and beyond to ensure a positive client experience. We also recognise those who think outside the box, and the value we place on our team's monthly Genius Idea submissions has helped to ensure that Leven Media Group continues to grow as a Cornish media powerhouse.

As a team, we hold monthly themed buffet lunches – a chance to 'down tools', break bread and reflect on our achievements – and given where our office is, we would be mad not to enjoy Friday beers by the sea... on company plastic, of course.

To put it simply, we believe that our strength lies in our people, and we are proud to have nurtured an environment in which our entire team can thrive.

THE COPYWRITER'S ROLE

We want to be absolutely clear from the get-go: as a Copywriter at Leven Media Group, you must be able to work quickly, accurately, and to uncomfortably tight deadlines. Why? We are an extremely busy media company, and this is reflected in the day-to-day workload.

If you're still reading, then good for you! This is a golden opportunity for a skilled copywriter to utilise, enhance and further their skillset in a results-driven content marketing environment. Oh, and did we mention that our office is by the sea in Porthleven?

If you are successful, you will be tasked with the creation of on-brand content that promotes the Cornish seaside lifestyle across our entire portfolio of titles – content that will be delivered to our audiences in print, online, and across our digital platforms. You will have a proven eye for detail and written accuracy, and from day one will be tasked with the written promotion of our clients' key marketing messages. It will be your responsibility not only to ensure that their paid-for content delivers the optimum response from our readership, but also that it adheres to our in-house style guidelines.

As part of your role, you will:

- Conceptualise original, high-engagement copy ideas that promote our clients' key marketing messages
- Interpret creative briefs and adapt into persuasive copy concepts
- Conduct telephone interviews to create engaging stories
- Manage tasks across multiple projects with short deadlines
- Produce accurate content that follows our in-house style guidelines, across multiple titles and platforms
- Make client copy amendments within house style guidelines
- Work alongside our commercial team to ensure content delivers the best possible value/return for our clients
- Be asked to help with tasks in other parts of the business, to ensure deadlines are met



THE SUCCESSFUL CANDIDATE

What all of this in mind, let's take a look at what we think our new Copywriter should bring to the table...

Required skills and qualifications

- Relevant Bachelor's degree or equivalent (English Literature, Creative Writing, Marketing, Communications etc)
- Experience in a content marketing role
- Excellent copywriting and grammatical skills
- Strong communication skills
- Proficiency with Microsoft Office software, including Word and Excel
- Ability to work quickly and accurately
- Ability to work both independently and collaboratively under pressure

Desired

- An understanding of SEO concepts
- A portfolio of original work, including lifestyle content
- Experienced in talking with clients over the phone
- Comfortable with Adobe CC (especially InDesign and Photoshop)
- Comfortable taking on unfamiliar tasks when required
- An understanding of the nuances of social media and email marketing

WHY BE A PART OF LEVEN MEDIA GROUP?

- You'll be working in Porthleven!
- Company-wide reward schemes
- The King of Hearts Club: our in-house reward scheme for those who go the Extra Mile, provide Genius Ideas, and who are voted by their colleagues as an Ultimate Employee
- Bi-annual prize-giving for King of Hearts Club leaders
- Company pension
- Friday beers by the sea
- The Cornwall Living camper van – available for use by anyone in the company
- Monthly Mega Buffet Lunches with awards
- Summer party on the beach
- Christmas Conference and Party

Interested?

Please apply with links to original copy and a detailed CV to email:

Dan.Warden@enginehousemedia.co.uk