

# BOMPAS & PARR

**Job title:** Copywriter and Social Editor

**Contract type:** Permanent, full-time contract

**Location:** Bermondsey studio. Some travel may be required in the UK and worldwide

**Reports to:** Creative Brand Director

**Salary:** Based on experience



*Harrods Jelly. Photo credit Nathan Ceddia.*

Bompas & Parr is looking for an experienced and ambitious creative copywriter to join the content team. We are looking for candidates who have a genuine passion for storytelling in order to articulate original and meaningful experiences for our audiences. The role will need to bring creative work to life through words and craft inspiring expressions through words to tell meaningful stories. Example of content generation includes scripting, products, naming, PR collateral, research, trend reports, consumer journeys, articles and long-form stories.

The ideal candidate will have deep knowledge of the Bompas & Parr brand and be comfortable working across a variety of mediums such as brand experiences, immersive experiences, culture and consumer facing communication. The role will suit someone with strong editorial and commercial sensibilities alongside a minimum of five years' media experience.

## **Objective**

- Bring the studio's creative work to life through clear, thoughtful and inspiring written communication
- Work alongside a multi-disciplinary team of creative thinkers to help disseminate ideas, entertain and move public audiences to action
- Grow audiences and reach using robust communications and brand strategies
- Write thoughtful and intelligent copy using different tones that gets to the heart of the message
- Inform and delight the public and inspire them to be curious and connect
- Challenge the status quo and identify new and better ways to convey messages
- Work strategically to design and execute media plans in order to curate and release content in the most effective way

## **Key Responsibilities**

### **Copywriting**

- Work with the Creative Brand Director to lead the development of content for B&P audiences and clients ensuring best in class execution
- Develop strategic copy for current client briefs and future client pitches where appropriate
- Create compelling content and storytelling narratives
- Copy write and proof-read studio content to ensure quality and consistency of output across the studio
- Work on Bompas & Parr's self-published book projects

### **Promotion and delivery**

- Manage the overall planning and activation of studio projects across the studio's digital landscape – website and social media
- Set-up a creative strategic programme of content in order to deliver for our clients whilst maintaining integrity of the Bompas & Parr brand
- Support the marketing efforts on B&P social platforms and collaborate with external partners to find new business opportunities
- Attend B&P events to create real-time social reporting

### **Strategy**

- Create and drive digital and social media strategies designed to expand audience share and reach
- Analyse data and use learnings to inform editorial and content creation strategies
- Articulate learnings and strategy adjustments to Directors on a regular basis
- Set targets and increase subscriber numbers across all B&P digital channels and other audiences

### **Project Management**

- Work with the relevant project manager to schedule content to go live
- Work within budgeted scope, time and production costs

- Work with third-party contractors such as photographers, film makers and producers and ensuring they work to brief, spec, expectation and deadline
- Reconcile personal and commercial card expenses at the end of each month

## **Person specification**

### **Essential experience**

- At least five years' experience in a writing position in a media environment
- Extensive experience in developing content strategies
- Extensive commercial writing experience working with brands and/or publishers
- Understanding of the digital landscape and a proven interest in keeping up-to-date with developments in digital platforms
- Proven track record of designing and implementing media plans and social media strategies
- Able to work across multiple platforms such as digital, print, film and live events
- Exemplary communication skills and comfortable presenting and defending ideas internally and externally
- Deep knowledge of the arts, contemporary culture, hospitality, events and food industry
- Obsession for social media and non-traditional brand communications
- Competent in Keynote, Google apps and Microsoft Office
- Able to adapt to change and respond positively when faced with complex scenarios
- Able to work autonomously, investigate and think analytically to problem-solve in a creative and intelligent manner
- Be a self-starter with excellent judgement and decision-making skills
- Experience in a high volume, fast paced and dynamic environment
- Willingness to work flexible hours

### **Desirable**

- Journalistic and branded content experience
- Live event experience
- Proven track record of working in new media and audience development

### **General**

- Be an advocate for creative collaboration and excellence
- Be innately driven to succeed, optimistic and future focused
- Possess a clear passion and energy for the business
- Undertake any other duties as may be reasonably required
- Be able to speak knowledgeably about all aspects of the work of Bompas & Parr and to support the organisation's principal aims and objectives
- Communicate regularly and effectively with the Directors and to seek support from appropriate staff at the earliest opportunity should problems arise
- Show ownership of achieving personal objectives yourself through positive action

Please note, due to the nature of the role you will be expected to work occasional evenings and weekends.

Bompas & Parr is an equal opportunities employer.

### **How to apply**

If you are interested in applying for this position, please email [work@bompasandparr.com](mailto:work@bompasandparr.com) with 'Copywriter and Social Editor' in the subject heading. Please include the following in your application:

- A copy of your current CV
- A cover letter detailing why you feel you are a suitable candidate for this post (please note, applications not submitted with a covering letter will be rejected)
- 3-5 writing examples that show your range. Note, we will only accept applications with writing examples. This can be a document, website or portfolio link.

### **Summary of terms and conditions**

- Salary based on experience, paid monthly in arrears
- The contract is a permanent full-time position subject to successful completion of a three-month probationary period
- Notice is one month upon successful completion of the probationary period (one week by either party within notice period)
- Annual leave of 21.5 days excluding bank holidays
- The post is based in Bompas & Parr's studio in Bermondsey, SE1

### **Staff benefits**

- Profit sharing bonus scheme
- Company holiday property
- Team culture outings
- Summer and Christmas studio party
- Early finish every Friday in August
- Competitive workplace pension
- Increased annual leave after two years of service
- One month paid sabbatical for five years of service