

PRESENT

Job Title: Copywriter

Location: London

With a client line-up featuring some of the most progressive fashion and lifestyle brands around today, PRESENT Agency is a creative marketing agency with a global footprint. From press communication and public relations to e-commerce management and beyond, we're a diverse team of experts based in the heart of Shoreditch, London.

This role is responsible for producing copy across PRESENT Agency websites including multi-brand ecommerce sites, oki-ni.com and 18montrose.com. You will have excellent writing skills and experience providing clear, concise and accurate product copy. The ability to change tone of voice and write for different audiences is essential, as are strong organisational skills and workload management.

In addition to product copy, you will create content that engages with target audiences across multiple channels, working towards a range of business objectives including growing brand awareness, revenue generation and improving customer experience. KPIs will include search traffic, engagement rate and social following growth.

You will have a keen eye for detail and be comfortable developing and maintaining strong relationships with internal and external stakeholders. You will have a strong drive for continuous improvement.

Responsibilities

- Writing, editing and proofreading accurate, informative and trend focused product descriptions that enhance the customer experience and drive search traffic.
- Planning and writing long form content in line with business objectives.
- Understanding and developing broader content strategies.
- Monitoring performance and optimising both strategy and content to drive continuous improvement.
- Proposing ideas and getting internal sign-off.
- Develop each brand's tone of voice and style guide.
- Build a roster of contributors and contacts that can provide ad hoc content.

Requirements

- Excellent written communication skills (both creative ability and technical knowledge of English language grammar).
- Previous experience in using a CMS to upload copy and content.
- Demonstrable passion and determination to keep up with the latest trends and fashion industry developments.
- Understanding of how online copy impacts search engine performance.
- A keen eye for detail and accuracy.
- Strong ability to adhere to deadlines and manage your own workload.
- Experience managing projects and developing workflow and approval processes.
- Excellent communication skills and a positive attitude.
- Some competency in HTML coding desirable.

Permanent position. Competitive salary + bonuses

Applicants are requested to submit a C.V and covering letter outlining why you want to work for PRESENT Agency and what you can bring to the team to careers@presentagency.com