

# Senior medical copywriter

London SE1

Cherry is one of the UK's leading healthcare creative communication agencies. We work with a number of the world's biggest pharmaceutical companies delivering award winning work for our clients. We take an integrated, multi-channel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas. Cherry is part of Avenir Global.

## The role:

Working with the other members of the Copy team, the role will involve a wide range of writing, from heavily scientific medical writing to conceptual copy for healthcare advertising. The role will entail working closely with both account handlers and art directors to deliver persuasive and informative copy.

## The ideal candidate:

You will have a minimum of 4 years' promotional medical writing experience in a healthcare-related agency and a life sciences degree. You will have an excellent ability to communicate your ideas, listen to others and adapt.

## The role will involve:

- Creating compelling and imaginative copy
- Communicating complex scientific information in a clear and appropriate way
- Acting as agency scientific lead on your brands and liaising with client medics
- Working with art directors to develop advertising concepts and headlines
- Taking an active role in pitches
- Presenting work and attending client meetings and teleconferences
- A good knowledge of the ABPI Code of Practice
- Using Zinc and Veeva Vault

This is an excellent opportunity for the right candidate to become part of a team at the heart of the agency's scientific and creative work.

## What you'll receive:

Employee skills development and career progression is a key focus for the agency. We provide ongoing on the job training, and where appropriate team members will be funded to enrol in training courses to address specific development needs. Team members receive regular annual reviews to ensure continued development and progression - we have no set headcount limits imposed on us for promotion which means people are advanced on merit as and when they demonstrate their ability to take the next step. Every team member will have the chance to work closely with both line managers and directors too, giving the opportunity to learn from more experienced staff. All Cherry's owner/directors work actively on accounts and are directly involved with mentoring team members. At Cherry we consider ourselves a friendly bunch and we encourage a social environment. We provide drinks on a Friday afternoon, there's also a cake club, a book group, people go running together, there's tennis in the local park in summer and groups of us can be found in the local bars and restaurants pretty regularly of an evening. In addition to these, we hold seasonal company parties where the whole agency will go out to undertake an activity, followed by a team dinner and drinks.

## Get exposure to:

- Accelerated career progression with the opportunity to work and learn in different client project environments
- A competitive salary which grows as you develop in your career
- Ongoing professional development support, guidance and mentoring

If you feel you have what it takes, please email [danni@cherrythinking.com](mailto:danni@cherrythinking.com) with your CV and salary expectations.