

# Creative 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.

## Role

The creative copywriter will work across multiple projects, producing compelling ideas, headlines, manifestos and scripts. They will support medical copywriters as needed to add creative flair to medical copy and to develop creative campaigns from scientific stories. They will ensure deadlines are met, troubleshoot any issues arising with their projects, review all work before distribution and confirm clients are happy with their work

## Skills

The creative copywriter will have the interpersonal skills to communicate well across departments and must be a reliable employee who enjoys challenging and fast-paced work. Being extremely motivated and having view on the creative product is also an important part of this role.

## Core skills:

- Creativity and the ability to shape a creative idea and campaign for a project
- A talented and proven wordsmith
- Outstanding copywriting/conceptual experience
- Highly proficient communication skills
- Knowledge of social media platforms and trends
- Knowledge of marketing practices
- Good administration skills and operational organisation skills

## Advanced skills:

- Proven track record
- Degree in Advertising, Fine Arts or a related field
- Good presentation and client interaction skills

## About Cherry

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Cherry was recognised as a Great Place to Work, 2020.

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. In 2020 we delivered and helped to facilitate over 2,000 hours of learning throughout the agency. Team members receive regular reviews to ensure continued development and progression - people are advanced on merit as and when they demonstrate their ability to take the next step.

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