

# Creative copywriter

London SE1

Cherry is an award-winning creative healthcare communications agency based in London. 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.

## The 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

## 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.

## About Cherry

We are a healthcare communications agency - we have 110 full time employees and we are based on Southbank (just next to The Globe!). This year we have been recognised as one of the Best Workplaces in the UK, 2021 by Great Place to Work.

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 promoted 24 team members and developed and facilitated over 2,000 hours of training for our team. We have 6 monthly formal 360 reviews to ensure continued development and progression and people are promoted on merit.

Last year we developed and launched our CSR, D&I and Wellbeing committee which all team members have the opportunity to get involved in if they want to! This year our CSR team have organised some volunteering days for us all to get involved in helping out the local environment which we're really looking forward to!

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, a film club, 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.