

# LAITHWAITES

<b>Position Title</b>	<b>Copywriter 12 month FTC</b>
<b>Reports To</b>	<b>Head of Communications</b>
<b>Overall Job Purpose</b>	We're looking for a copywriter with a demonstrable understanding of e-commerce and experience writing for digital channels to join our close-knit team as maternity cover. This role is responsible for ensuring all our online content is accurate, engaging, sales-driven and optimised for discoverability. You'll work cross-functionally to keep our product listings updated, homepages converting, paid social channels delivering and support wider digital content initiatives.
<b>We want to hear from you if...</b>	<ul style="list-style-type: none"><li>• Having your words in front of millions of customers excites you.</li><li>• Writing and helping people understand complex ideas is your passion.</li><li>• You're driven by hitting sales and conversion targets.</li><li>• You take managing multiple stakeholders, projects and deadlines in your stride.</li><li>• You have strong collaboration and relationship-building skills.</li></ul>
<b>Qualifications / Experiences and Personal Qualities</b>	<ul style="list-style-type: none"><li>• Considerable copywriting experience, with a strong portfolio demonstrating PDP and landing page work.</li><li>• Proven ability to write conversion-focused copy for digital channels, including websites, landing pages and paid media.</li><li>• Ability to adapt tone of voice and messaging across different brands.</li><li>• Ability to create simple, effective social media content.</li><li>• Strong project management skills and the ability to consistently meet deadlines.</li><li>• Experience collaborating with designers and marketing teams.</li><li>• Organised, proactive and confident managing multiple projects at once.</li></ul>