

# Peploe Williams Academy of Theatre and Performing Arts

## Copywriter for the PWAcademy

### Job Description

At the Peploe-Williams Academy of Theatre & Performing Arts, we believe remarkable talent, enthusiasm, and creative thinking add up to great work. We are looking for a creative **Copywriter** to write clear and concise copy for marketing campaigns, all our existing deliverables, adverts, performing arts publications, Educational publications, and websites. Your words will inform and engage target audiences.

As a member of the creative team, our copywriter will write and edit copy for a variety of projects (including print, web, mobile, video, and social media), working closely with the accounts and design teams to brainstorm ideas, create concepts, and develop messaging. Thorough research and interviews will be required to understand each of our products/services, branding, and marketing goals. The most successful copywriter will be a quick learner with a versatile writing style, and may have experience of the Performing Arts Sector.

Our ideal candidate is a team-spirited, skilled and imaginative writer with an eye for detail. If you can grasp project requirements quickly and offer valuable insight, we would like to meet you.

### Responsibilities

- Write clear, attractive copy with a distinct voice
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small-scale marketing projects (e.g. email campaigns, landing pages, brochures, Academy messaging/SEO/ web copy/Summer School Theatre copy etc)
- Conduct high-quality research and interviews if necessary
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach
- Source images and other content (although we have an extensive library of images)

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## Requirements

- Proven experience as a copywriter or related role in Performing Arts or an educational brand
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Experience with SEO
- Strong research skills
- Creativity
- Collaborative spirit
- Excellent time-management and organizational skills
- BSc/BA in marketing, English, Education, Journalism or related field or 5 plus years experience of copywriting plus a professional portfolio

Job Types: Part-time Contract – 3 month initial trial period.

Salary: Project work initially, then 1/2 days work as required – Contract rate £20 ph to 50 ph or daily rate – all is negotiable for the right candidate.

Applications close 30<sup>th</sup> September 2021 if we have not already found the right candidate by then. However, we would suggest that you apply as soon as you can put the relevant pieces together as below.

Expected start date: Asap 2021 onwards, or as soon as we get the right candidate.

### To apply:

Submit up to three writing samples, so we can get an idea of your best work. Feel free to include links to your content or portfolio in your application.

Write a letter of 500 plus words describing why you would be the best candidate for this opportunity, and what you could bring to the Academy. Plus send us your CV. To [admin@pwacademy.com](mailto:admin@pwacademy.com)

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