

Job description and person specification

Please note this statement is for information only and does not form part of a contract. The responsibilities articulated are not exhaustive and we are committed to working practices that are flexible, collaborative and inclusive.

Job title	Copywriter	Location	London office, Chesterfield office or homeworking.
Contract type	Full-time, 35 hours per week	Contract length	Permanent
Date	January 2022		

Context

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

We're the team that inspires people to give their money, their time and their voice to make a difference to people with arthritis. We do this by:

- Promoting what the charity offers and the impact this makes.
- Getting people to buy in to the impact and benefits of what the charity delivers.
- Asking people to make their own contribution.
- Valuing and stewarding all those who contribute so that their commitment and engagement with our charity feels great and deepens.

Everyone in Income & Engagement has a role to:

- Inform, drive and support continuous improvement in our external engagement.

- Put learning, wellbeing, flexibility, collaboration and inclusion at the heart of our culture.
- Advocate for our brand.
- Understand our organisational vision and strategy, and their role in delivering it (i.e. through leadership and management, audience insight, engaging propositions, valuable relationships, technical skills, aligning our brand and culture).

Main purpose of the role

The Creative and Content team will gather and tell the stories of our impact as a charity, through our work in Demand, Deliver and Discover. The team will deliver impactful creative and content through the continued evolution and application of our brand identity.

Working in partnership with the Designer, the Copywriter will lead the development of creative concepts and the application of our brand’s identity and tone of voice across high impact branded collateral, and online and offline executions.

As a skilled Copywriter, you are able to create original copy for long and short formats including brochures, web copy, social media, information booklets and reports. You understand the Versus Arthritis tone of voice and brand and how it can be used to help us live our values and achieve our strategic objectives.

Management and key relationships

Roles managed

Not applicable

Reports to

Creative Manager

Key Relationships

- Income and Engagement teams
- Senior leaders across the charity
- Data, Assurance, finance, HR and Performance
- External advisors, suppliers and experts
- Versus Arthritis supporter community
- Relevant external networks

Main Responsibilities and Duties

1

It's about delivery and impact

- Absorb and champion the tone of voice and brand, being able to apply it and help teams across the organisation understand how the tone of voice helps us to achieve our strategic objectives.
- Develop and deliver tools to train colleagues in using the tone of voice so everyone at Versus Arthritis can use it with confidence.
- Oversee creative quality of all copy in Versus Arthritis, conducting periodic audits to ensure copy is on brand and reflects our tone of voice, and constructively challenging poor copy where necessary.

2

It's about implementation

- Review existing copy giving constructive feedback and showing how the tone of voice can be used to embed our brand and our values.
- Draft original copy for long and short formats including brochures, web copy, social media, information booklets and reports, applying understanding of how people with arthritis use these resources and interact with copy.
- Develop strong working relationships across the organisation
- Represent the Brand team at cross-organisational project groups and meetings. Contribute to the development of style guidelines as the brand evolves.

3

It's about being audience-informed, effective and integrated

- Working with colleagues, explore how copy and the tone of voice can flex for different audience segments to create more impactful engagement and communications.
- Incorporate the use of insight into creative development for different audience groups.
- Seek feedback on creative executions with a view to continuous improvement and building in learning.

- Keep abreast of impactful and innovative developments in creative and apply them to your work where appropriate.

Criminal Record Check

Requirement This role DOES NOT require a Criminal Record check.

Person specification

Requirement		Evaluation Stage
1	A trained, skilled and experienced Copywriter with experience of working on the rollout of a large complex brand either in an agency or in-house.	Application
2	Experience of writing for a wide range of print and digital communications. This could include exhibition stands and merchandise, voiceovers and scripts, social media posts, booklets, posters annual reports, emails, etc.	Application/Interview
3	Excellent communications skills, able to explain creative ideas, train and communicate to a range of internal audiences, providing constructive challenge where necessary.	Interview
4	Experience of forming and maintaining strong long-term relationships both internally and with external agencies.	Interview
5	Experience of working with external suppliers such as design agencies, photographers, illustrators and copywriters.	Application/Interview
6	Experience and understanding of tone of voice and how it can be utilised as a key element of the brand.	Application/Interview

7	Ability to prioritise, plan ahead and to manage a complex workload efficiently.	Interview
8	Experience of working within a brand, marketing or communications team; and leading project teams in the development of the verbal identity.	Interview

Desirable Requirements		Evaluation Stage
1	Experience of working for a campaigning, research or fundraising organisation.	Application
2	An interest in improving the lives of people with arthritis and the willingness to gain knowledge of arthritis and musculoskeletal conditions.	Application
3	Understanding of the issues affecting the health and charity sector.	Application
4	Experience of co-creation and participation techniques.	Application

Values and behaviours

Our values and behaviours framework underpins our daily working lives at Versus Arthritis. Its primarily for employees, volunteers and trustees and describes the expectations we have of each other, and our individual and collective commitment to the organisation.

Our values and behaviours directly support our brand identity and our customer experience principles. Even though the language may not be exactly the same, the principles and ideas are all consistent with our purpose and identity as Versus Arthritis.

- We value our contribution to a truly **inclusive** and **flexible** organisation, that prioritises people's **health and wellbeing**.
- We value **learning** to increase our impact for people affected by arthritis.
- We value being **accountable** for our actions and have **high expectations** of each other.
- We value **persevering** with challenges when we know **it's the right thing to do**.