



Copywriter

At Regent's University London, we have a bold mission of reimagining education, and we're looking for talented and passionate people to help us do that. We're ambitious, collaborative and curious in how we approach our work, each other, and the education we give our students.

Nestled in the heart of royal Regent's Park, Regent's offers a premium experience for staff and students. We champion an environment that cultivates possibility for everyone in our community.

Job description

Position details

Job title:

Copywriter

Grade:

F

Department:

Customer & Commercial

Line Manager Job Title:

Content Marketing
Manager

Job purpose

To play a crucial role in supporting the marketing team to refresh website content. To be responsible for creating compelling content for the Regent's University London and Regent's Events websites.

To collaborate with a wide range of academic and professional services staff, as well as work closely with the in-house Graphic Designer and Videographer, to ensure website content effectively promotes the University and provides accurate, engaging information.

The Regent's Way is a set of principles that guide our work and celebrate our unique offering – our strengths, our challenges and our commitment to continuous improvement.



Main responsibilities

1	Develop compelling, accurate, and engaging copy for the Regent's University London and Regent's Events websites, in collaboration with the Content Marketing Manager and Marketing Executive.
2	Ensure the Brand Guideline and Tone of Voice are adhered to across all content creation and copy, ensuring consistent brand messaging and representation across all touchpoints.
3	Proofreading and editing a wide variety of copy, as requested, for grammar, style, tone and accuracy, in line with the brand.
4	Work closing with the academic and professional services staff to gather information and ensure accuracy in written content.
5	Editing and/or rewriting complex academic content to present it in a clear and engaging way for target audiences.
6	Collaborate with the Head of Lead Generation to review and analyse site performance and user journeys across the website, identifying opportunities for improvement.
7	Partner with the in-house Graphic Designer and Videographer to create cohesive, visually engaging content that bring Regent's brand proposition to life.
9	Assisting with the uploading of copy to the websites.
10	Actively seek to implement the University's health and safety policy and give due regard to the health and safety of themselves and others when carrying out duties.
11	Actively seek to implement the University's equal opportunities policy and promote equality of opportunity in relation to the duties of the post.
12	To undertake any other duties that may reasonably be requested appropriate to the grade and responsibilities of the post.

Person specification

1. Position details

Job title: Copywriter
Grade: F
Department: Marketing & Communications
Line manager job title: Content Marketing Manager

2. Person requirements

Job requirements	Assessment criteria	
	(e)ssential	(d)esirable
Qualifications & training		
Educated to degree level or equivalent	E	
Experience		
Proven experience in writing and editing marketing communications copy in a higher education or similar organisational environment	E	
Experience of interpreting academic/specialist information for marketing purposes, to suit the needs of target audiences	E	
Experience of copywriting for a range of different purposes e.g. web pages, promotional materials	E	
Experience in working collaboratively with cross-functional & cross departmental teams, to deliver cohesive & impactful content.	E	
Knowledge, skills & competencies		
Excellent communications skills (written and oral) and attention to detail.	E	
Excellent creative copywriting skills with the ability to write effectively for different audiences	E	
Excellent copy editing and proof-reading skills	E	
Understanding of how to use plain English most effectively	E	
Excellent creative copywriting skills with the ability to write effectively for different audiences.	E	
The ability to manage complex projects and meet strict deadlines	E	
Ability to perform editorial tasks using a web content management system	E	
General attributes & personal qualities		
Creativity and the ability to think outside the box, generate innovative ideas.	E	
A proactive and self-motivated individual who can take lead, inspire others, and drive initiatives forward.	E	

Excellent written and spoken English.	E	
Ability to manage competing and conflicting priorities effectively, remain calm under pressure.	E	
Excellent attention to detail.	E	
Able to work collaboratively with a 'can do' attitude.	E	
Comfortable taking ownership of own work, identifying the need for action (using initiative) whilst working effectively within a team.	E	
