

Mid-weight Copywriter

Full time, based in Covent Garden

The role:

WeAreFearless are on the hunt for an inspired and energetic Copywriter to join our small yet bustling creative team.

The role will involve working closely with the entire creative team whilst regularly managing projects as a solo. They will be responsible for developing long/short-form copy for a range of clients, creative platforms and tactical write-ups for existing clients and new business efforts, as well as developing internal marketing materials.

Depending on the project, the copywriter will also team up with the digital, PR and strategy teams to conceptualise break-through, insight-driven ideas across all channels. It's an extensive and exciting role where each day is different and no project the same.

The Copywriter will lead creative projects from concept to execution, present ideas to clients, and mentor junior creative talent.

The role reports into the Associate Creative Director.

About us:

WeAreFearless is a new challenger engagement agency whose purpose is to inspire people to act through passionate partnerships, experiences and stories. Our proposition is boldness with backup and we believe that humans don't act if they don't care. And no caring, means no sharing. So we wanted to create a new type of agency that solves problems differently. We've been working with neuroscientists to take a more human centric and scientific approach to engagement. New tools, new models of engagement, bold new ideas. More information at wearefearless.com

Job responsibilities:

Copywriting & Conceptual

- Day to day responsibility for agency copy output.
- Play a lead role in creative deliverables, ensuring all output is strategically aligned with brand platform, style, tone and guidelines.
- Develop copy for a variety of communications efforts, including traditional, editorial and digital.
- Collaborate with CD, ACD and wider creative team and other departments to develop messaging strategies and write copy for projects.
- Help teams concept creative platforms and campaigns.
- Lead concept and create development of video scripts.
- Write compelling copy across all client briefs and internal requirements.
- Craft outputs and manage projects in the creative department from brief to consumer.
- Work closely with the production team to ensure projects are delivered in line with the creative vision.
- Manage other members of the team (permanent and freelance) to deliver copy requirements to brief and on time.
- Deliver creative concepts and ideas across all agency briefs.

Strategy

- Lead multiple projects and assist the Creative Director through a common vision of creative excellence.
- Help develop and implement creative solutions to promote clients' products and/or services.
- Help the Creative Director in market research and choosing the most effective medium for a campaign.

Other

- Be involved in business development and pitches for new clients.
- Produce compelling award entries and case studies for key projects.

WeAreFearless.

Boldness with Backup

Personal Skills:

Culture and attitude are important. Our team is a close-knit, entrepreneurial group of talented, hard working and hard playing individuals and we want our new Copywriter to be the same.

In addition to the above, you are:

- Energetic, stimulating and challenging to work with, keen to drive things forward everyday often on your own initiative
- Forward thinking, creative and passionate about sport, entertainment, culture and cause.
- Strategic minded and a creative thinker.
- Aware of the latest trends within the industry and how these can be used to create ground breaking and innovative creative campaigns.
- Stimulating and challenging to work with; keen to drive things forward every day.
- Good presenter and persuasive speaker.
- Engaging in your ability to communicate a story or idea.
- Self-motivated, fun, entrepreneurial and endlessly curious.
- A bold and original thinker with a desire to do things differently.
- Trustworthy, reliable, confident and mature in dealings with clients, people and issues

Benefits:

- WeAreFearless is an equal opportunities employer.
- 22 days holiday, plus Bank Holidays and 3 additional days off between Christmas and New Year. Accrued holiday for tenure up to 30 days pa. Buy/sell back holiday days scheme.
- Birthday day off
- Flexible working policies including 10am – 4pm core hours with 8am – 7pm flexi-time, lieu days, some working from home.
- Personal career training opportunities along with access to Fearless company-wide training programme, external thought leadership events and other developmental courses
- Staff Fearless Fund to push yourself out of your comfort zone, with activities chosen by individual staff members (agreed by management).
- Minimum 1-2 agency conferences / trips away (UK and/or international) to build a genuine sense of fearless culture and team bonding. In the past this has included white water rafting as part of a 2-day offsite team build, staying in a nice hotel, fancy dress etc.
- Discretionary bonus based on personal and business performance.
- Individual Perkbox subscription
- 3 month unpaid Sabbatical after 5 years continuous service with guaranteed job at end
- Company pension.

To apply:

Are you Fearless enough?

If you think so, please apply to production@wearefearless.com with your CV, a short story and some examples of your best work.