

## Copywriter

<b>Job Level</b>	3	<b>Job reference No.</b>	#11877
		<b>Role review date</b>	August 2025
<b>Directorate</b>	Marketing, fundraising and communications	<b>Service/Function</b>	Creative content
<b>Reports to</b>	Senior content manager –copy	<b>Contract Type</b>	12-month FTC

### Scale and scope of role

<b>Direct reports</b>	0	<b>Indirect reports</b>	0
<b>Budget responsibility/ accountability</b>	0	<b>Accountable for other resources</b>	0

### Context

The British Red Cross is here for humanity. Together, we help people prepare for, respond to, and recover from emergencies – bringing hope and life-changing support to those who need us most. Our teams work side by side with communities, listening to their needs and putting them first. And there's no other movement like ours. We are part of the world's largest humanitarian network – the Red Cross and Red Crescent Movement – stretching across the UK and 190 other countries, ready to respond when the worst happens.

### Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

### Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

### Purpose of the role

The role is an exciting and varied one. You'll be creating and editing compelling, impactful, and accurate copy for a range of audiences across different formats. With a heavy focus on our social channels, digital

marketing, and email copy, you'll ensure that all messaging is in line with our brand, tone of voice and house style.

Everything you write will bring audiences closer to the Red Cross – whether that's spreading awareness of an issue, raising money for appeals and campaigns, sharing information about our work, or using our platform to share stories of the people we support.

### Key responsibilities

#### **Develop and deliver engaging and impactful copy across digital channels:**

- Work alongside the rest of the content team, social media team, and digital team to produce engaging content for our social media platforms (both organic and paid).
- Work alongside our fundraising team to put your email marketing expertise into action – writing brilliant emails that generate results, constantly looking for ways to tailor our comms to different audience groups, and giving our supporters a standout experience with us.
- Actively contribute to creative ideas for visual copy and collaborate with team members to come up with creative solutions.
- Be led by channel-specific insight and objectives to inform and optimise content ideas.
- Promote inclusive practices and keeping accessibility front of mind when crafting copy.

#### **Provide copywriting support to the rest of the organisation:**

- Respond to creative briefs from internal stakeholders (such as our events, e-commerce, corporate partnerships, media, legacy, and fundraising teams) across print and digital.
- Ensure our communications follow the British Red Cross brand guidelines, tone of voice and house style.
- Work with stakeholders and alongside fellow content team members to come up with copy solutions that drive action and engagement.

#### **Be an active, collaborative member of the team:**

- Build and maintain strong working relationships within the content team and across stakeholder teams.
- Actively participate in all team meetings, contributing to idea generation and helping develop content plans.
- Communicate well with our production team to manage deadlines, balance workload, and negotiate scope of briefs.
- Support other team members and treat colleagues with kindness and respect.
- Work and behave in line with all British Red Cross policies, procedures, and values.
- Uphold the fundamental principles of the Red Cross and act with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

### Pre-engagement checks

### Criminal records

Type of criminal record checks required for this role:

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

### Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
Knowledge and skills	S	I	A
<b>Essential</b> <ul style="list-style-type: none"> <li>- Outstanding copywriting skills across both long and short-form copy.</li> <li>- Digital marketing knowledge (for example, best practice across email journeys, social media channels).</li> <li>- Ability to write, edit, and proof content for email and social media.</li> <li>- Ability to write to meet the needs of different audience segments and channels.</li> <li>- Ability to create copy that engages, motivates and drives action.</li> <li>- Excellent interpersonal and communication skills.</li> <li>- Ability to manage time, including negotiating deadlines and demands with clients.</li> </ul>	S S S S S S	I I I I I I	A    A
<b>Desirable</b> <ul style="list-style-type: none"> <li>- Best accessibility practices across different channels.</li> </ul>		I	
Experience	S	I	A
<b>Essential</b> <ul style="list-style-type: none"> <li>- Working in an in-house content or comms team, or agency environment.</li> </ul>	S	I	

<ul style="list-style-type: none"> <li>- Writing to a set of tone of voice guidelines.</li> <li>- Implementing data and insight to create strong, effective copy.</li> <li>- Conceiving and creating engaging, original content.</li> <li>- Working in a fast-moving, deadline-driven environment, and managing competing priorities effectively.</li> <li>- Working effectively in a multi-disciplinary team.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>- Working in a communications or marketing role at an NGO.</li> <li>- Working in-house for a large, complex organisation.</li> </ul>	S S S I  S	I I I I  S I	A
<b>Additional requirements</b>			
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Ensures inclusive practice, challenges discrimination and promotes diversity in line with our <b>Equality, Diversity and Inclusion (EDI) policy</b>.</li> <li>- Able to pitch in with work that needs to be done for emergency appeal launches.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>- Has knowledge of or interest in the importance of inclusive language, and the role copywriting holds in shaping and challenging attitudes.</li> </ul>		I  I  I	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.