



COPYWRITER IN THE MARKETING AND DESIGN TEAM

Are you one of those copywriters who can't see a headline without wondering how it could make more of a splash? Do you love deciphering a target audience and crafting compelling copy that resonates on both a practical and emotional level? Will you thrive in an ambitious, enthusiastic marketing team? If you answered yes to any of those points...

...we're looking for you.

BVA BDRC

BVA BDRC is an award-winning insight consultancy. We are part BVA Group, one of the top 20 market research & consulting groups worldwide.

We believe that human behaviour is the starting point, the lever and the end point of any transformation process. We infuse insights from behavioural science to improve customer and citizen experience to drive stronger business growth for client organisations – with a focus on sectors such as finance, hospitality, travel & tourism, media and retail.

What does this mean in practice? We collect, aggregate, process, interpret and operationalise quantitative and qualitative data, from multiple sources, to help clients pursue the right strategic options and decisions.

The geographic scope of our work incorporates more than 100 countries and we deliver our services through offices in London, Paris, Milan, Washington DC, Sydney and Singapore.

What is the job about?

We're looking for a versatile, flexible and creative Copywriter to join our expanding marketing team. The work is varied, dynamic and challenging. You'll be producing both short and long-form copy, covering a range of sectors and topics such as customer experience in banking, sustainability in hospitality, rising grocery prices and more! The goal is to deliver exceptional and engaging content for a broad set of external stakeholders that drives action.

To varying degrees, you will work across 5 brands in the UK (BVA BDRC, ESA Retail, Viewpoint, Alligator Digital and Perspective Research Services) as well as collaborating with colleagues in other markets.

This is an exciting opportunity to play a key role in the next stage of our brand story.

What will you be doing?

You will be responsible for crafting copy that supports marketing strategy and business goals. You will be required to:

- Produce high impact written materials in a variety of formats including, but not limited to, email campaigns, web copy, blogs, white papers and sales collateral.
- Ensure written materials are concise and persuasive, in impeccable English and with the appropriate tone of voice.
- Collaborate with colleagues to develop ideas for new content / campaigns.
- Take briefs, discuss and understand the requirements, liaising with relevant stakeholders.
- Translate complex topics into simple yet motivating information for a business audience.
- Modify and edit copy as required or based on feedback/direction.
- Review and edit the work of other writers and contributors, offering suggestions for improvement – particularly where content has been auto-translated from another language.
- Manage time and establish priorities while maintaining flexibility to respond to changing requirements.
- Ensure all copy meets compliance requirements / industry standards.

What will you bring to the table?

- At least 3 years' experience with a proven track record of writing effective and well-structured marketing copy, for different channels and on a wide range of topics.
- Fantastic English language skills, a keen eye for detail and an ability to detect inaccurate grammar or punctuation from a mile away!
- An understanding of SEO – how to improve it and harness keywords in our content.
- An ability to collaborate with colleagues, take constructive feedback and integrate into drafts.
- Good time management and experience successfully juggling competing priorities, managing short deadlines or fast turnaround work.
- A 'can do attitude', willingness to get stuck in and passion for quality copy – whether creating an email subject line or preparing an in-depth whitepaper.

Experience in B2B is a big advantage. At a minimum you must learn to speak the language of the target group and be able to see the big picture.

The following competencies and qualities are also highly valued within the agency:

- Client/commercial focus: striving to deliver an exceptional colleague experience, whilst also ensuring business objectives are met.
- Quality/compliance: achieving a standard of excellence in work processes, showing good judgement and respecting confidentiality where required.
- Initiative: taking ownership of work with an ability to 'think on your feet', whilst also understanding when it's appropriate to seek input from others.
- Communication: clear, concise, and proactive verbal and written communication.
- Relationships: good interpersonal skills that will facilitate strong working relationships at all levels.
- Profile building: contributing to agency marketing efforts through sharing / commenting on social media posts and encouraging colleagues to do the same.
- Drive: hunger to develop and succeed.

What is it like working at BVA BDRC?

BVA BDRC is an equal opportunities employer and a meritocracy: individuals can progress rapidly depending on performance, initiative and commitment. We focus on bringing people up through the business; many of our senior staff started with us at middle or junior levels.

We are a sociable company and place great emphasis upon teamwork and collaboration.

- We strongly believe that 'two heads are better than one' (if not three or four on occasion!), particularly when dealing with challenging work.
- Our social committee organises regular events throughout the year including the Christmas party, an annual summer day out (these have previously included treasure hunts around the Tower of London, team cooking challenges, Go Ape in Battersea Park, white water rafting at the Olympic facility at Lee Valley). There is something for everyone.
- Our CSR committee organises regular fund-raising initiatives, such as a cake sale for Grenfell Tower, a Children in Need 'bikeathon challenge' (seeing which team could cycle the farthest on an exercise bike in a set time), decorating a local homeless shelter at Christmas - and more.
- We are working towards B Corp certification. This is for businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Location

Roles are primarily based at our head office in Kings Cross, London. The area has great transport links, with national rail and London Underground just a few paces away. We are also near Coal Drops Yard with no shortage of on-trend shops, bars and cafes. Following completion of an initial onboarding and probationary period, we encourage a blend of office and home-based working. Travel to other offices, particularly St Albans (easily accessible from Kings Cross) will be expected from time to time.

Salary & benefits

This position will attract a salary of £30-40,000 depending on experience, plus discretionary year-end bonus linked to company profitability and personal performance. Salaries are reviewed annually and we offer a number of staff benefits, as detailed below.

How to apply

Please send your CV, portfolio and cover letter to Recruitment@bva-bdrc.com, indicating "Copywriter Application" in the subject line.

Please read our [Privacy Notice](#). By submitting your CV, you consent to us contacting you and to the terms detailed.

BVA BDRC Benefits

Generous annual leave

In addition to Bank Holidays, we offer 26 days' annual leave. The holiday allowance is increased by 3 days after completing 3 years' service and rises to 5 extra days after completing 5 years' service.

Pension

All staff are automatically opted-in to the government's NEST pension scheme.

Health & fitness

We'll subsidise your gym membership (Ts & Cs apply)

Season ticket loan

Commuting can be costly. Let us cover the cost of your annual travel pass with an interest-free loan, and you can repay the money in instalments.

Retailer discounts

Fantastic savings on shopping, holidays, leisure and gifts via Caboodle

Private healthcare

We'll pay 50% of the premium for you (and your family if you wish) to join our healthcare scheme. Your share of the premium will be deducted from your monthly salary.

Free eye tests

Up to £100 towards the costs of tests, and glasses/contact lenses

Car Benefit Scheme

Our car benefit salary sacrifice scheme enables employees to save money and enjoy hassle-free motoring, with insurance and servicing built-in.

Bike scheme

If you want to cycle to work, we'll help with the upfront cost of buying a bike. We'll buy the bike and/or equipment and reclaim the VAT. You repay the loan via monthly deductions from your gross salary, making it a tax-effective way to pay. We have bike storage, changing lockers and shower facilities.

Giving back

We have an active CSR team, with regular opportunities to get involved with fundraising and volunteering activities for our designated charities.

Socialising

We organise monthly social events around London, including our annual Summer Day Out and Christmas Party. In the past, we've played zorb football, been to Flight Club, abseiled in the Olympic Park and baked with 'The Great British Bake Off' stars.

Referral bonus

If you recommend us to a friend who is recruited by us (and once the probationary period is completed), we'll give you a referral bonus of £500.

Hybrid working

Flexibility to enjoy our hybrid working model, with a mixture of office and home working.