

ROLE PROFILE

Job Title	Creative Copy Lead
Business Unit	BBU
Function/Region	Global Marketing
Location	Richmond, London / Dublin
Leader	Global Head of Content Innovation
People Leadership	N/A
Job Level	4A
Role Purpose The Creative Copy Lead will be responsible for the creation and development of content stories and the creation of content ideas, long and short form ranging from headlines and body copy for social assets, video content scripts, commercial scripts, mobile applications and programmatic banners. We require imaginative curious explorers of the written word with digital experience and knowledge of social best practices when writing copy and leading agile creative teams around content creation.	
Accountabilities: Creative direction Responsibilities <ul style="list-style-type: none"> Leading the creative product through world class design principles, inspiring it and developing it Establishing the brand's design standard and creative philosophy Taking responsibility for the standard of creative output of the entire unit. Inspiring and managing the work, instilling the creative vision that is shared by the executive panel Performance and professional development of creative teams. Acting as the brand guardian across all brands, ensuring that work is both creatively outstanding and effective, but also adheres consistently to required brand guidelines Pitching ideas and presenting to stakeholders and brand managers. Proactively sharing new content ideas Directing the production of creative outputs e.g., digital ads paid and owned, film production /animatics, social media content, etc. Working closely with the account management teams to bring excellence to each project. Maintaining awareness of creative work done by competitors, and market/tech developments and cultural trends in relation to the accounts being worked on to ensure campaigns are unique. Writing text/stories, creating designs and ideation all of which combined bring an idea to life in different mediums, understanding the basics of different mediums. Collaboratively working with the videographers, content creators and designers. 	

- Managing the pressure of tight deadlines and busy schedules, working on multiple projects simultaneously as required.

Copy writing responsibilities:

- Understanding the context that lies behind a client's business and communications need, and the key proposition and creative brief that is provided as the basis for their work.
- Understanding the target audience and proposed media to be used in the campaign.
- Devising and developing original advertising and content ideas that engage the target audience and address the client's business problem.
- Presenting ideas to the Creative Director for approval and development and writing copy through several stages of concepts and executions.
- Generating and maintaining enthusiasm for ideas within the unit (and with Brand Ambassadors when engaging directly with them).
- Responding positively to client and research feedback and continuing to develop the work until final approval stage.
- Working alongside the Designers to select all photographers, illustrators, Animators, TV Production companies and Directors, and models and cast involved in the creative production

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