

# JOB DESCRIPTION



**Title:** Copywriter  
**Salary:**  
**Reporting to:**

Are you a brilliant writer and editor? Are you a copywriter who can write short as well as long? A speechwriter who can magic a speech from a short telephone conversation and some notes? Who can improve other people's writing without losing their tone of voice? Can you absorb somebody else's thoughts and ideas to create a thought provoking article that sounds like them, not you? Can you write brilliant marketing copy that sells events and memberships? Are you a grammar pedant who can proof and produce clean copy?

A unique and exciting opportunity has arisen in our dynamic and ambitious team for an experienced **Copywriter**.

**You will have previous experience ghostwriting for a senior leader. You will have a proven record of writing marketing copy that sells. You will have in-depth knowledge of the global marketing industry. You will have flawless grammar, style and editing knowledge and be an accomplished writer. You will have a flair for drawing out and then writing up the best ideas from busy executives. You will be able to write in someone else's tone of voice without injecting your own personality.**

Working closely with the Marketing Society's leadership team, your role will be two-fold:

- To write and edit marketing communications that sell events and amplify membership benefits
- To ghostwrite articles, speeches and responses to press for the senior leadership team.

This is an exciting opportunity to write for an ambitious, global membership organisation in a fascinating industry. The marketing industry is filled with brilliant writers who understand and appreciate good copy. The Marketing Society's copy has to live up to these high standards.

We are a small company with a big ambition, expanding internationally. We already have presence in London, Hong Kong, Singapore, Dubai, New York, Delhi and Scotland with plans to grow to three more cities by 2020.

## ROLE

### COPYWRITER

- As ghostwriter for the senior leadership team:
  - Write speeches for Marketing Society events and other industry events
  - Ghostwrite articles for national newspapers and industry magazines online and offline
  - Ghostwrite comments and responses to various PR and press questions
  - Suggest topics and areas of interesting content for leadership team to write about
  - Write clean, persuasive copy from letters and emails to brochures, tweets and website articles

## THE PERSON

The ideal applicant will have:

- Previous experience as a ghostwriter in a corporate environment
- In-depth knowledge of the marketing industry
- Excellent written communication skills
- Proven editing skills
- Proven speechwriting skills
- Meticulous attention to detail
- Forensic knowledge of grammar and writing style
- At least seven years' experience as a writer or journalist
- Excellent administration, organisational and time management skills
- Works well under pressure with the ability to meet tight deadlines

- The ability to handle multiple projects simultaneously
- The ability to use your own initiative and work well in a team
- Proven academic record with university degree

To apply, email a **covering letter** explaining why you are the perfect fit for this role, along with your **CV** to [sharon@marketingsociety.com](mailto:sharon@marketingsociety.com)

### **About Us:**

The Marketing Society is an exclusive global network of senior marketers. Founded in London in 1959, it has emerged as one of the most influential drivers of marketing in the business community.

Everything it does is through a 'brave' lens – pushing boundaries, tackling taboos and creating comfortable spaces to have uncomfortable conversations.

In India the Society talked about gender stereotypes, in New York, sexual harassment and in Dubai it brought mental health to the stage for the very first time. Recently, in Singapore it discussed empathy and AI while in Hong Kong it brought the 'Under the Spotlight' format showcasing open and honest conversations between two business leaders

The Society hosts over 120 events worldwide providing exclusive opportunities for members to connect and learn. Speakers have included The New York Times chief operating officer, Meredith Kopit Levien, NBA's senior VP Doris Daif, CEO, BT Group Gavin Patterson, president, EMEA business & operations, Google Matt Brittin and president and CEO, The New York Times Mark Thompson.

Visit [www.marketingsociety.com](http://www.marketingsociety.com) for more information.