

Chaos is an award winning Top 50 UK Branding and Integrated Creative Agency based in London and Guildford with international reach. We protect client interests, by helping ambitious leaders to create inspiring brands, penetrate markets and engage audiences.

We unsame brands through effectively changing perceptions, attitudes, behaviours, destinies and lives. We have limitless enthusiasm for making the world more interesting.

We de-clutter the natural chaos surrounding our clients, to enable them to communicate more distinctively and effectively with their audiences. We help brands emerge, refresh, refocus and stand stronger in their markets.

We define and refine brand strategies, developing branding and creative marketing communications, telling compelling stories through brand narrative, advertising and digital campaigns and effective internal audience engagement.

Our thinking is about being different, distinctive or disruptive.

www.chaosdesign.com

We are looking for a

Middle weight / Senior Creative Copywriter

Overview

We seek an experienced creative copywriter who can rattle a few cages in the B2B and B2C world and deliver distinctive and disruptive thinking and words for creative campaign concepts, engaging headlines and supporting long copy - as well as taking part in namestorming new brands and helping articulate a brand's DNA.

You will have solid creative agency experience writing intelligent and engaging copy for a wide range of client sectors – especially Financial Services, Technology, FMCG and the Travel industry. Our clients are varied and include the likes of Canon, Heathrow, EY, Sony, Nespresso, AXA, JPMorgan, Kenwood, RBS and Capita as well as numerous varied SMEs.

You will need to be able to think conceptually and creatively, whilst equally be competent and comfortable in producing short copy headlines and long copy for a wide range of advertising, digital, video, eDMs, websites, social and offline media, brochures and marketing and internal comms collateral.

Responsibilities :

- Producing copy and planning content across designated clients
- Planning, writing and editing high quality copy and copy platforms for different channels across all clients especially integrated campaigns and advertising
- Play a key role in the pitch and new business team and make presentations to clients when required
- Help investigate and distill client briefs, brainstorm and develop concepts and campaigns with the wider creative and account management teams.

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Essential Skills:

- Writing clear, persuasive and original and creative copy
- Creative thinking with lots of imagination, inspiration and ideas
- Experience and understanding of B2B + B2C clients
- Ability to adapt message platforms and copy for different vertical sectors and audiences segments
- Ability to write copy that's SEO compliant
- Ability to turn sometimes complex technical or financial content into easily understood and engaging copy
- Able to write within brand guidelines and a defined tone of voice
- Acute attention to detail
- Strong client facing communicator, confident in asking questions and leading client copy-briefing calls
- Happy working in a fast paced, deadline driven environment
- Strong aptitude to team work and building solid relationships with creative and account teams

The role requires a solid proven understanding of brand strategy, branding and value proposition development / key messages as well as creative tactical execution. Good team liaison and time management skills, the ability to multitask, and intelligently digest information to create insights are all required.

The role might also involve helping with preparing questions and undertaking proposition workshops, undertaking stakeholder interviews along with customer and market research proposition analysis.

Additional assets will be the experience and confidence to help write new business proposals and RFPs, brief design teams, freelance writers and external research companies.

It is expected the candidate will have a university degree in writing, communications, design, marketing etc plus a good number of years agency experience.

Location

The candidate will be based in the Chaos Guildford office but will be required to travel to Chaos's London office and clients from time to time.

Salary guide 40 - 45k+ (subject to experience)

+ Benefit package + Pension contribution

Personality:

We are looking for a candidate who fits our agency DNA...

- **Enthusiastic** - self motivated and passionate about building brands that wow and delivering strategies that work.
- **Responsive** - quick to act, can respond to changing demands and deadlines.
- **Collaborative** - communicative team player open-minded to work with others.
- **Real** - says it as it is, lives in the real world, isn't egotistic or aloof.
- **Fun** - enjoyable to work with, cheerful, upbeat, sociable with a sense of humor

Please send **portfolio** and a **CV**
stating your salary expectations.

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