

# Become our next **Midweight Copywriter**

Full time, Permanent

Farringdon, London (hybrid – two days in the studio)

£37,000–£42,000 per annum

We need you and your words. ActionRocket is an award-winning independent agency on a mission to make digital CRM more creative. We're looking for a midweight copywriter to join our team in London and help our key clients connect with their customers through every send – from concepts to micro-copy.

Our clients include: BBC, Bloomberg, Global Media, The Gym Group, MoneySuperMarket, Nespresso, Supercell, and TurboTax.

## About ActionRocket

ActionRocket has been helping brands stand out in inboxes since 2012. Our talented team of strategists, designers, copywriters and developers work together to help our clients love what they send and maintain long-lasting relationships with their customers.

We specialise in strengthening connections across digital CRM channels – email, mobile, web and social – in a wide range of sectors including entertainment, fast-moving consumer goods, financial services, hospitality, health and wellbeing,

gaming, and more. We're industry experts leading CRM creative, hand-crafting communications under four core principles: innovation, personalisation, accessibility and interactivity.

ActionRocket is a boutique agency where everyone knows your name. Culture and the way you feel day to day is important to us. We strive to create an environment where people have room to grow as individuals and as a collective, enjoy collaborating on projects, and take pride in the results.

## The role

We're looking for an enthusiastic and talented midweight copywriter to work across a range of brands, with focus on one of our enterprise clients – an American financial software company. You'll play a key role in crafting compelling and effective copy for CRM communications across a range of channels email, mobile, social, and web.

The ideal candidate will have strong creative copy skills as well as proven experience in the CRM or digital marketing space. You're comfortable working on fast-paced projects and collaborating with strategists, designers and coders to contribute to impactful campaigns.

If you are good at problem solving, care about the craft, and have an eye for detail, you could be the one for the job.

## What you'll be doing

- Writing, editing and proofreading copy and content for digital channels.
- Interpreting creative briefs and transforming strategic objectives into clear and compelling messaging.
- Adapting your writing to follow a range of brand voices and guidelines.

- Collaborating with designers, strategists and developers to help shape campaigns and support clients' objectives.
- Applying consumer insights and understanding the audience, to inform the copy.
- Ensuring brand consistency in tone and style across all communications.
- Contributing to the development of creative concepts and ideas for CRM campaigns.
- Supporting the wider team with copy quality assurance and peer reviews.

## What we're looking for

- At least two years work experience in the digital marketing or CRM space.
- Proven experience as a copywriter or related role.
- Knowledge of online content strategy and creation.
- Experience in advertising, design or marketing agencies.
- Familiarity with CRM tools.
- Familiarity with conversation design and/or writing for two-way communication channels like Whatsapp for Business, chatbots and RCS.
- Familiarity using Google Suite, Figma, Slack, Asana.
- Previous experience writing for American audiences – nice to have.

## You might be the right candidate if you can:

- Respond constructively and proactively to shifting priorities and deadlines.
- Make sound decisions in routine tasks, and flag risks or uncertainties appropriately.
- Build positive relationships and contribute to a respectful team environment.
- Take initiative in your own work; identify blockers and work around them or remove them independently.
- Learn from mistakes and actively develop skills.

- Present your work rationale with confidence.
- Adapt to changing client needs, and ability to find solutions following client feedback.

## What we offer:

- **Holiday:** 25 days holiday + bank holidays, with an option to buy/sell extra days.
- **Equipment:** company-issued Apple MacBook and accessories you need to do your job.
- **Training:** a yearly budget to spend on developing your role in the agency.
- **Flexibility:** hybrid and dynamic working – minimum two days in our Farringdon studio and home working. Core “Rocket” hours to help manage your day.
- **Pension:** automatically enrolled into company pension after 3-months employment.
- **Finance and protection:** company bonus scheme, employee introduction scheme, critical illness cover, income protection, and life insurance.
- **Health and wellbeing:** employee assistance programme, health cash plan, dental app, private medical insurance, Wellness Cloud, free online yoga club and more.
- **Perks:** discount portal – savings on shopping, clothing, food, home appliances, utilities and more.
- **Social:** team gatherings, day trips and nights out.
- **Profile:** opportunity to build your voice within the industry.

## Our values:

We live and breathe our values, in the way we work with our clients, and each other:

### Connected

We promise to stay connected as individuals and to the wider industry.

### Inspired

We promise to stay curious, foster innovation, and share our discoveries.

### **Trusted**

We promise to have honest conversations and keep our word.

### **Kind**

We promise to always do our best for people and our planet.

At ActionRocket we have a clear vision: to be a place where a group of talented people want to grow and do their best work together. We value diversity and believe that people from different backgrounds can bring fresh ideas, thinking, and approaches. We seek to give our team the opportunity for employment, career and personal development on the basis of ability and potential.

Want to know more?

<https://www.instagram.com/actionrocket/>

<https://www.actionrocket.co/>

# Interested?

## Here's how to apply

### **Phase 1: Fill in our online form**

Please fill out this form with your CV along with a cover letter explaining what's drawn you to this role, and why you think you'd be a great fit.

Please include a link to your CV and/or portfolio you have so we can take a peek at that as well.

[Click here to apply](#)

### **Phase 2: Round 1 video call interviews**

We will compile our short list based on CV and portfolio submissions. We will endeavor to get back to you quickly with feedback if you have not been shortlisted.

The first round of interviews will be a video call. This is a time for you to ask questions about the role, and for us to get to know you.

### **Phase 3: Copy challenge and round 2 interviews**

If successful, the next thing we want to do is set a little task for you to get stuck into, so you can really show off just what makes you great. We have tried to keep this as fun and non time consuming as possible. We're not worried about where you've worked or for what brands, it's your ideas and raw talent that we're looking for.

The second round interview will be face-to-face at our studio in Farringdon, where you will talk through your copy task and answer a few more questions. You'll be interviewed in front of 4 people and the same people will interview everyone. Don't worry, we know what interviews are like and we are a friendly bunch!

## **Phase 4: The offer**

The final phase is us awarding the offer. We can always grab another meeting to talk through the opportunity, meet the wider team and finalise the offer and contracts.

**Contact, and for any questions, please email:** [work@actionrocket.co](mailto:work@actionrocket.co)