



Junior Campaigns Copywriter, (Fixed Term Contract, Feb 2020 start) - Wimbledon

Who are we?

Abel & Cole has pioneered organic, ethical and sustainable food delivery for over 30 years. Doing things better is our bread and butter; from saving over 60 million plastic bags by using reusable boxes for our food deliveries, to finding alternatives to plastic long before it hit the headlines. We are forever challenging ourselves to find the most positive way to do business and want everyone to eat organic because it's one way to save the future. It's these values that enabled us to become B Corp certified; an optional audit we've gone through to recognise how we put people and planet before profit, as well as help us find room for further improvement.

We're looking for more people to join our team of almost 550, to share our passion for doing the right thing even bigger and better than we do already. In a fast paced and competitive market, we know it's our people who make the difference. We've learnt how important it is to recognise, develop and promote from within; and that trusting people lets them come up with the best ideas and that helps our entrepreneurial spirit to thrive.

Want to see more? Check us out at www.abelandcole.co.uk, <https://bcorporation.net/directory/abel-cole> and [Instagram](#)

Role Summary

Are you a creative storyteller wanting to work with a brand that's making a big difference? We're seeking a creative Junior Campaigns Copywriter to help produce Abel & Cole's written content.

The Junior Campaigns Copywriter will join the Content Team in the Marketing department and will create a range of content each week that's accurate, engaging and, of course, packed full of personality. You will understand that each brief comes with its own unique objective and have that at the heart of your work, always reinforcing reasons to love shopping with Abel & Cole. You will join a creative and collaborative team, receiving regular feedback to hone your skills. You will also closely work with Abel & Cole's in-house Creative Team, consisting of designers, photographers, and videographers.

This role is a full-time, fixed term shared parental leave cover contract of 6 months, starting February 2020. This is the perfect role for someone with previous brand copywriting experience looking to expand their portfolio.



Here's what you'll be getting up to:

- Advocate for the Abel & Cole mission and brand values
- Create engaging copy for existing customers across a range of formats:
 - Digital content (website copy, both front and back end)
 - Tactical email campaigns
 - Social media captions
 - Printed communications, such as weekly newsletters and loyalty programmes
 - Take part in creative brainstorming
 - Contribute towards the Abel & Cole blog
- You will have the chance to visit our suppliers and understand first-hand the people behind our brand mission
- You will proactively stay abreast of content industry updates, competitor activities, and inspirational case studies. You will share your ideas and inspiration
- There are plenty of training opportunities to help develop your skillset, including tone of voice, UX best practice, and SEO best practice

Here's what we are looking for:

- A compelling storyteller with creative flair
- You'll be full of ideas and approach each brief with the same level of creative energy
- Brand copywriting experience, with a portfolio that shows a channel mix relevant to this role
- Good working knowledge of SEO best practices
- You'll have exceptional standards for accuracy, taking great pride in ensuring all work is on-brief, on-brand, and free from errors
- You'll be used to adapting to different brief objectives and amending your work in line with feedback
- Ability to independently manage own workload and juggle multiple deadlines each week
- A collaborative and approachable team player
- A passion for great content, demonstrated by actively engaging with the industry
- A passion for organic and sustainability

What we offer

- This is a full-time position – 37.5 hours per week, Monday-Friday. It is a fixed term contract of 6 months, starting February 2020
- 30 days inclusive of bank holidays running from the 1st May to 30th April – Pro rata
- A free box of fruit and veg every week (it's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme
- Lunch Club prepared by our in-house Chef
- Grants for sport, performing arts, education and non-vocational courses

To apply, please email your CV and covering letter to careers@abelandcole.co.uk.

Abel & Cole promotes equal opportunities for all employees. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to take personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.