

LONDONREAL

Job Title: Copywriter

Company: London Real

Department: Operations

Salary: Negotiable depending experience

Location: Shoreditch – onsite/remote

Reporting to: Senior Leadership Team

Working Hours: 09:00 - 18:30 (Mon to Fri)

About London Real

Founded in 2011, we are an independent global media company with an online platform with over 500 million views on YouTube and over 4,000,000 subscribers viewing our content across all channels weekly. We have recorded over 1000 interviews with some of the most influential and inspirational people in finance, technology, science, sports, entertainment, politics, and wellness. Our Academy courses incorporate the most powerful wisdom from our diverse guests on London Real as well as promoting financial freedom through DeFi.

At London Real, our mission is to transform humanity into a fully empowered, conscious, and cooperative species. We are a lean, agile and very ambitious organisation focused on continuous improvement in our products, content, and our processes.

Main Purpose of Role

London Real is seeking a highly experienced Copywriter to work at our busy broadcasting studio in the heart of Shoreditch.

The ideal candidate will have a wide range of skills including long reporting, proofing, and social media ad work. We are looking for someone with experience working in the media space ideally. The candidate should have an interest in crypto and decentralized finance (DeFi). You will use your research, interview and writing skills to produce original and impactful copy, maintaining brand consistency across channels including website, sales collateral and case studies, articles and white papers, social media content, presentations, and newsletters.

Reporting into the Senior Leadership Team, this role offers an exciting opportunity for the right person to work in a fast-paced environment on one of the world's fastest-growing long-form interview providers.

Responsibilities

- Research and develop an understanding of London Real's services and different audiences
- Produce long and short-form copy for a variety of formats, including website, blog posts, and case studies, white papers, social media content, presentations and newsletters
- Work with the team to ensure consistency and accuracy across all messaging considering the brand values, tone of voice and style guide

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- Work with the senior management team to support the development of London Real's propositions and messaging
- Use SEO practices to optimise copy and increase visibility
- Push creative thinking and storytelling, transforming different topics into engaging narratives
- Liaise with designers to enrich text with visual aids, like images and charts
- Contribute to the development of a consistent and engaging tone of voice and proactively make recommendations, assuring the copy directions are followed across different communication touch points

Educational Level/Experience

- Demonstrable experience working as a copywriter with a strong portfolio of published articles and creative work
- Previous experience working in a media organisation is essential
- An interest in the DeFi/crypto market
- Degree educated in journalism, creative writing or any other relevant discipline
- Ability to write creative copy for both large and small text

Personal Skills

- A passion for digital and broadcast media
- Ability to learn quickly
- Act with respect towards your colleagues and work collaboratively to help the organisation succeed
- Work with enthusiasm and take pride in who we are and what we do as an organisation
- Ability to support colleagues and appreciate our diversity
- Take responsibility and ownership for your own work
- Flexible, can-do attitude with the ability to react calmly in a pressurised situation
- Attention & accuracy to detail
- Ability to work to tight deadlines and prioritise workload
- Excellent organisational and time management skills
- Problem solver
- Ability to maintain and build strong business partnerships with colleagues and third-party organisations

If you believe that you are a suitable candidate and are looking for a fantastic opportunity to work at an expanding media company, then please apply now.