



# Creative Content Writer



## **The role**

Genesis is an ambitious, friendly and award-winning agency providing advertising, design, digital and consulting services.

The Creative Content Writer has an important role in Genesis as they're responsible for planning and creating all the digital content needed for each brief. Working alongside a talented creative team, the Creative Content Writer generates ideas, plans content and writes copy for social media, display advertising, search and video-on-demand.

## **What this role requires:**

- 1.** Consistently generate fresh, innovative and creative digital concepts and executions, on brief, on time. Have a good knowledge on the types of digital content, activations and other innovative platforms that will engage audiences. A strong understanding of how creative should be tailored for all channels – including digital advertising, Instagram, TikTok, Facebook, Snapchat, Twitter and LinkedIn – is essential. Create and manage social content plans, overseeing the creative approach and writing copy for all outputs.
- 2.** Demonstrate a strong understanding of the digital landscape ranging from video-on-demand to influencer marketing. Experience managing influencer campaigns is essential.
- 3.** Stay up-to-date on developments in digital trends and advertising. This is important as a source of inspiration and learning, and it will include staying informed about successful agencies/campaigns, popular culture, social trends and new visual techniques.
- 4.** Take the lead on projects to ensure any concepts presented to the wider team are on-brief and meet the required standard.
- 5.** Confidently present your ideas to both internal and external audiences, with clear and robust rationales aligned to the brief.
- 6.** Undertake due diligence in developing ideas. Seek inspiration through researching the territory and category's 'rules of engagement', as well as checking that ideas presented are original (i.e. don't exist elsewhere). Also, ensure all relevant specifications and legal requirements are considered and adhered to.
- 7.** Be passionate about producing high-quality work every time and aim to produce award-winning and international-quality work.
- 8.** Be willing to further evolve your skillset as digital technology evolves and try to close gaps in your knowledge during any 'downtime'.
- 9.** Have a can-do attitude and flex into different areas as required, including working on tenders or emerging areas.
- 10.** Work productively within budget and to agreed timescales and stick to agency processes to deliver projects efficiently.
- 11.** Form productive partnerships and collaborate with the Genesis team to deliver fresh, relevant ideas as well as being approachable and constructive in giving and taking feedback.
- 12.** Contribute to the agency's business development whether that involves working on tenders, internal processes, creative development tools or simply contributing to a positive team culture.
- 13.** Direct and manage third-party suppliers including commercials directors, editors, sound engineers, voiceovers, actors etc. You will work in conjunction with the Creative Production Manager to aid planning and production plus ensuring quotes reflect the creative requirements.

14. Develop a good understanding of new trends and technologies and look for new and innovative opportunities for both the agency and our clients. Your focus will be on digital (display advertising, social media, activations etc.) as well as any developing technologies and trends in broadcast (e.g. live action and animation techniques) and print (e.g. specials) which can inspire or translate into great digital work.

15. Share knowledge and skills with colleagues to help develop the entire team.

## ***Financial accountability***

- Accurately estimate the creative time required to complete a job and work within these parameters.
- Accurately track and record hours.
- Support the evaluation of competitive quotes from third-party services in conjunction with the Creative Production Manager & Creative Director.
- Flag potential budget spend/overspend to Creative Production Manager, Creative Director and relevant Account Handler.

## ***Management of 3rd Party Suppliers***

- Ability to write and/or input into concise briefs for suppliers, and contribute to the management of suppliers and relationship building.
- Along with the Creative Production Manager and Creative Director, manage and direct suppliers including video production companies, directors, editors, actors, voiceovers, influencers etc.
- Ensure 3rd party suppliers deliver a top-quality product for the agency.
- Support the Creative Production Manager and Creative Director with the sourcing of third-party suppliers.

## ***Internal relationships***

- Report to Creative Director with support from MD.
- Work closely with media department to support creative media planning and integration of creative with media.
- Work with Creative Director, Deputy Creative Directors, art directors, designers, copywriters and Creative Production Manager.
- Work closely with account management and planning.

## ***Other requirements***

- Understand clients and their business.
- Support other copywriting requirements as and when required.
- Be prepared to travel if required.
- Understand and adhere to brand guidelines.
- Knowledge of project management practices.
- Adhere to agency processes e.g. CPD, ISO & job bags.

