

LWARB's expression of interest for a freelance copywriter

Reference: 2017/18 : 19 – Freelance copywriter

The Circular London programme is launching its Collaboration Hub over the summer. This will be a virtual hub and a series of events. Freelance copywriting support is required to develop content for the virtual hub ready for launch and as well as producing regular content for the hub in the form of blogs, articles, written interviews and case studies.

We are looking for freelancer copywriters with a passion for the environment and in particular the circular economy. We are looking to develop content around our five focus areas: built environment; food; plastics; textiles and electricals as well as commentating on current hot topics such as single use plastics. We also want to showcase the circular economy in action across London. The various forms of content should educate, inform and engage with a variety of audiences including corporates, SMEs, local authorities, investors and policy makers.

The Circular London team and wider LWARB team will provide ideas, themes, insights and a wealth of knowledge to support the development of the content. We are also looking for copywriters that would provide some coaching to the team to share their knowledge and improve their own writing skills.

Responsibilities

- Further develop content themes framework
- Carry out research and interviews of staff, stakeholders and collaborators to collect information for articles, blogs and case studies
- Writing, editing and proofreading content (with understanding of SEO Principles) for a variety of media including blogs articles, case studies and social media.
- Overseeing copy and upholding tone of voice
- Keeping up-to-date with current affairs and trends with regard to the circular economy
- Provide coaching to Circular London staff on improving their own writing skills.

Essential Skills:

- **Writing Skills:** You will need excellent copywriting, editing and proofreading skills as well as a journalistic 'nose' to source great stories from our staff, projects and clients and the ability to write clear, persuasive and original copy in multiple styles
- **Interpersonal skills:** You will have excellent interpersonal and relationship-building skills and possess the confidence to engage with senior management and explain communication activities to them and why they will be impactful
- **Creative skills:** You'll have a proven creative flair, and the ability to devise communication pieces that 'speak' to our key audiences.
- **Project management skills** – the ability to juggle multiple tasks, prioritise your own work and meet internal and external deadlines with tenacious eye for quality and detail.
- **Digitally savvy** with proven experience and knowledge of how to write for the web, search engine optimisation and user journeys.
- **Strong understanding** of the digital marketing landscape, inbound marketing concepts and social media

Optional

- Ability to creating simple graphics using InDesign templates (or working quickly with a designer to do so)
- Experience in wider content formats including Podcasts, Videos and Animation Scripts

If you are interested please send the following to info@lwarb.gov.uk with the subject 'Freelance copywriter'.

- A CV along with a covering letter detailing your suitability and experience.
- Two relevant example copy articles with a brief description of the publication, target audience and client requirements.
- A day rate price as well as the price for a typical 1000 word article including preparatory time for research or interviews. All costs quoted are to **include VAT and expenses**.

Deadline for submissions is **12th April 2018**