



We're recruiting for a Midweight Copywriter to join our team

Role: Midweight Copywriter – permanent contract

Location: Hybrid – 3 days min. in Chipping Norton office

Salary: Dependent on experience



mark-making 

We are mark-making*

From startups to household names, our clients have one thing in common: they recognise the value of creativity in gaining and keeping a competitive edge.

That's where we come in – great ideas, perfectly delivered; an appetite for realising potential and a proven methodology for making it all happen.

We are based in Chipping Norton, Oxfordshire, and we specialise in:

Branding – We help brands bring focus to what they stand for, express it with clarity, and bring it to life at every opportunity.

Communications – The idea is king, and delivery rules. Online, offline, outdoor; we help brands fully express their purpose and realise their potential.

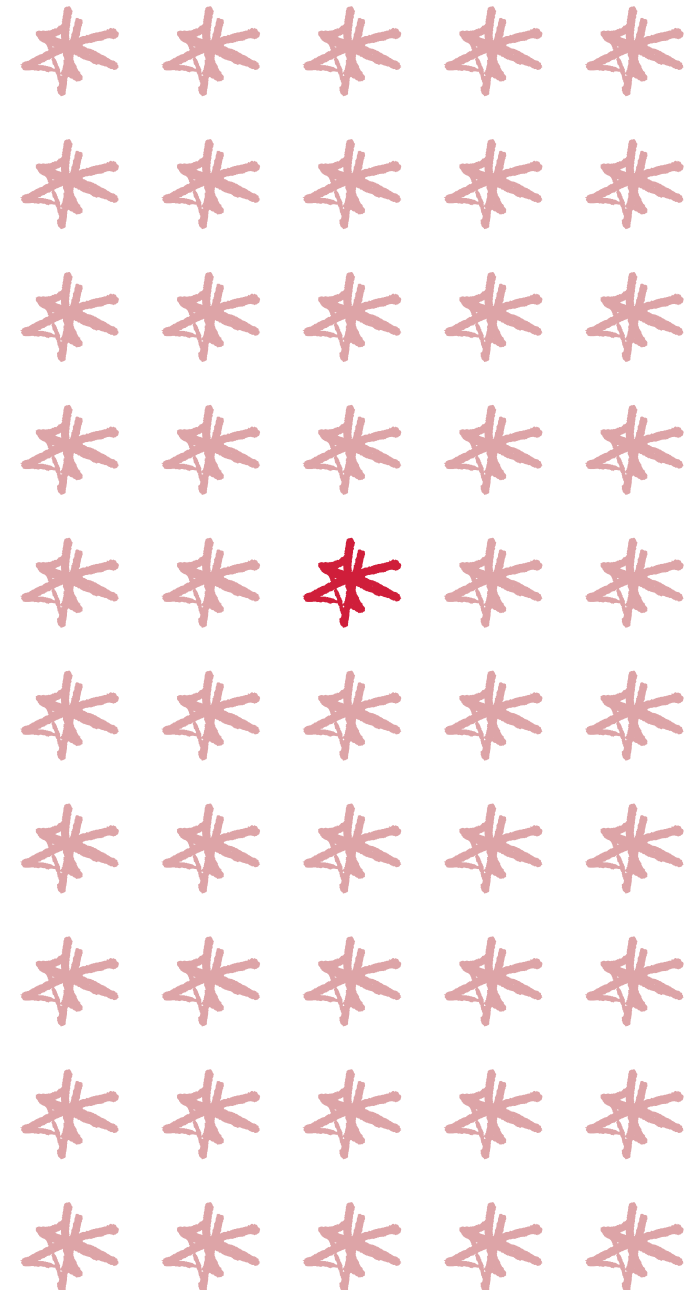
Campaigns – Wherever and whenever customers find a brand, we help give them a reason to stay, to browse, to buy.

This is a fantastic opportunity to join a group of highly talented, motivated and friendly people at one of *Campaign's* 2020 *Best Places to Work*.



Our vision is...

...to be recognised and rewarded as a leading UK B2B creative agency, respected for our strategic and creative work, for making things happen and for the beliefs we hold.



Our values

In tune and in touch

‘Teamwork makes the dream work’, they say – which is why we don’t consider ourselves a bunch of individuals with different skills, but rather a collective. This applies to our own team of mark-makers, of course – but it also includes our clients and suppliers, whose teams we see ourselves as a natural extension of. By never veering away from being open, honest and respectful, we turn our different kinds of relationships into trusted, collaborative and lasting partnerships.

The smart way, always

Our love for what we do means that we care about every aspect of it. Every part. From start to finish, we’re meticulous and thorough. Sometimes this means challenging the brief, and sometimes it means challenging ourselves.

Serious about play

We know our work isn’t life or death, but we all still feel privileged to be doing what we do. It’s why we’re always serious about our craft, but never too serious about ourselves. We love a spot of humour – not least because it’s great for getting the creative cogs turning, but also as it’s the secret weapon behind lots of our most effective creative work.

*Blood, sweat
and ideas
since 1995.*



The Midweight Copywriter role...

- **Reporting to:** Creative Director
- **Location:** Hybrid – 3 days min. in Chipping Norton office
- **Salary:** Dependent on experience
- **Contract type:** Permanent contract, 37.5 hours a week
- **Holiday:** 25 days (including 3 days at Christmas) plus bank holidays!

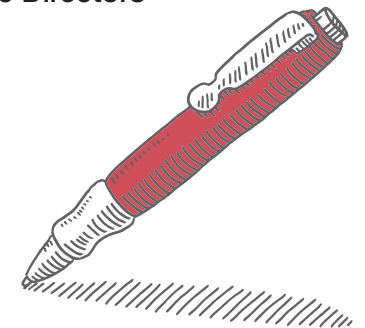
Summary of role

Key competencies: Advertising & Marketing copywriting. Attention to detail. Understanding of how to tell a story. Conceptual thinking.

Purpose of position: To help ensure the quality of copy and craft across all agency accounts and internal marketing. To play an active role in the development of outstanding creative ideas.

What you'll be doing

- Taking ownership of copy across multiple agency accounts – focusing on quality, consistency, productivity and efficiency
- Writing B2B and B2C copy in a variety of different tones and styles, while always demonstrating an understanding of the audience
- Responsibility for sign-off of minor copy jobs
- Creating focused, insight-driven and disruptive conceptual ideas
- Functioning effectively with an Art Director, as half of a conceptual creative team when projects require
- Passionately and effectively presenting/selling your work
- Ensuring high levels of brand consistency
- Proofreading when necessary
- Maintaining a strong relationship with the Creative Directors



The Midweight Copywriter role...

How you'll properly make your mark

- Be passionate about your craft, so others understand its importance
- Be self-motivated and positive – both in terms of conduct and work output
- Take responsibility for your personal development by being proactive in seeking ways to expand and develop your creative skillset
- Be approachable, helpful, considered and understanding
- Be open-minded. If others aren't convinced by your argument, be willing to go back and strengthen your story or start again
- Be brave. The best ideas are usually the most challenging to sell. Remember that you have a duty to disrupt
- Be confident in your thinking and always self-edit. People respect quality more than quantity

- Demonstrate knowledge of our industry - and keep up to speed with it. Who are the best agencies? What's winning awards? Who's nailing B2B work? What's making waves in FS? etc.
- Remember that your job is not to make everybody else's job easier; it's to do your own to the best of your ability. Be an amazing team player, but don't be afraid to say 'no'

What you will bring to team mm*

- A unmatched passion for your creative output, whether copywriting or conceptual
- An attention to detail that upholds our high copy standards
- An ability to work to, and effectively answer, a creative brief
- Agency pedigree (2 yrs+), with a knowledge of B2B and B2C marketing

- A broad portfolio of relevant experience – ideally including FS
- A desire to keep getting better - and to keep making others better
- Positivity, calmness and resilience - someone will always try to kill your ideas
- A real appetite to make us famous for the creative work we produce
- A desire to win creative awards
- Creative awards!

We are an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive and equitable environment for all employees.



Being a mark-maker has some real benefits...

It's a great time to join mark-making. We're building a new and exciting future for our business and our team. In addition to the interesting role, fun bunch of mark-makers and beautiful Cotswold town centre location, we offer some other perks too:*

Salary & bonuses

We offer competitive salaries, annual salary reviews and a discretionary annual bonus.

Pension scheme

Our pension scheme is available to all employees following successful completion of their probationary period – we contribute 5%.

Professional development

Support and feedback are always available, with regular 121s, annual performance reviews, and a generous training budget to keep objectives and professional development front-of-mind.

Hybrid, flexible working

We are part office and part home based. Three days a week are in the office with Mondays, Tuesdays and Thursdays being mandatory (so we all get to be together!). You can flex your 7.5-hour working day between the hours of 8am and 6pm. The core working hours are 09.00-12.00 and 14.00-17.00.

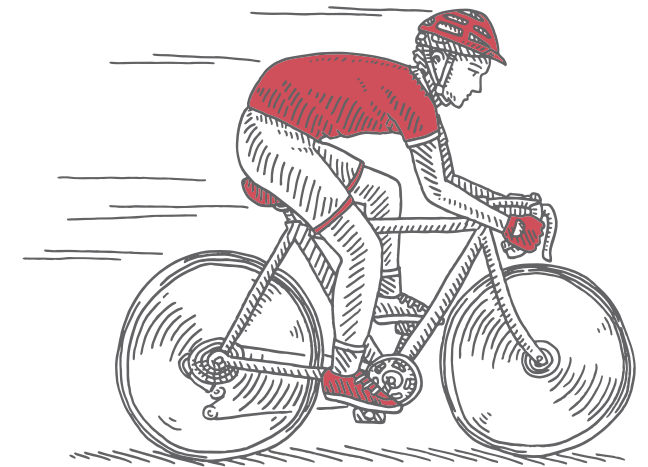
Socials

Quarterly, on a Thursday afternoon, we shut down Macs to engage in an all-expenses-paid team activity – often out of the office and followed by dinner/drinks. Past activities have included pottery, lino printing and typography workshops, clay pigeon shooting and panic room escaping!



Voucher schemes

Childcare vouchers, the Cycle to Work scheme, annual flu vaccinations and refunds for annual eye tests are other optional extras on offer.



We even have a secure bike shed...

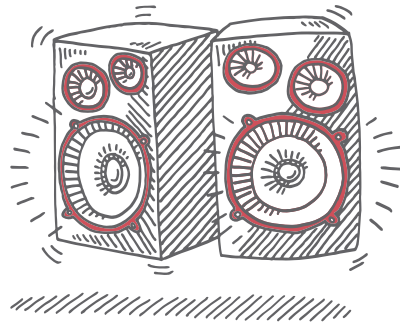
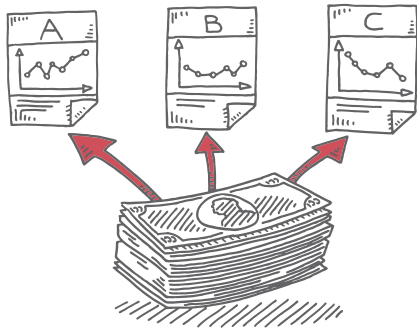
Here are some more of the things mark-makers enjoy:

Life assurance and private medical insurance

We include a four times basic salary life assurance cover as well as optional participation in the company private medical insurance scheme with Vitality.

Matched fundraising

We have a matching scheme for mark-makers who carry out fundraising activity, or personally donate to a charity, up to the sum of £50 per person, per year.

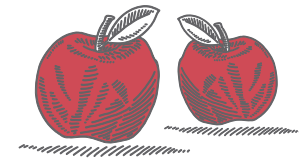


Office environment

We work in a light and characterful three-storey Cotswold stone office once owned by the late, great Ronnie Barker. It offers a modern agency environment, with various breakout areas designed to encourage creative thinking and collaborative working. Our Sonos sound system plays daily – we’re big fans of a good playlist to get us through the day!

mm* welldoing

As part of mm* welldoing, our initiative to keep work life at mark-making* the best it can be, free fruit is provided every week, to help you stay on top of your 5-a-day.



Volunteer days

Each mark-maker has the opportunity to do a day, per year, of volunteering for their choice of charity or good cause.



Birthdays

We like to celebrate each and every mark-maker’s birthday, unless anyone has a real objection to it! So we won’t sing if you really don’t want us to, but we will definitely have some tea and cake.



Doing the right things for a better future

We believe that business should only be a force for good, and that true sustainability involves uniting economic growth and human progress without negatively impacting the planet. Every time we do something that achieves this goal, we leave a positive mark.

*We call these our goodmarks**

We've always promoted a culture of honesty and integrity at mark-making*. Now, we're considering the impact of every single decision we make – whether relating to our own team, our clients and their customers, our suppliers or the world around us.

More than ever before, we're going out of our way to balance purpose and profit; to make sure that wherever we go and whatever we do, we leave nothing but goodmarks*.

mark-making.com/goodmarks

We're proud to be a B Corp

In November 2020, we started making our case for B Corp status – a goal which would see us recognised as a business that goes beyond profit and prioritises purpose. We aimed to reset the business, leveraging the 29-year mm* philosophy of leaving goodmarks*, and using the rigorous B Corp framework to push ourselves yet further.

Fast forward to today, and we're now a proud member of the B Corp community.

mark-making.com/b-corp

Certified



Corporation

goodmarks*



Location and lifestyle...

Located in the Cotswold Hills, Chipping Norton - or 'Chippy' as it is known to locals - is a bustling, working market town within an easy commute of Oxford, Stratford-upon-Avon, Banbury and Witney.

It boasts a packed agenda of events, including a thriving weekly market on Wednesdays and nine annual festivals, from renowned literary festival ChipLitFest, to The Big Feastival, hosted by Alex James of Blur and Jamie Oliver.

There's an excellent book shop, award-winning theatre and many shops, cafés and restaurants amongst the quality independent businesses here. Daylesford Farmshop, Diddly Squat Farmshop and Soho Farmhouse are also just down the road, for a bit of extra indulgence!

The town has a rich history as a prosperous hub for the wool and tweed trade, and still has a number of historic buildings today. Many of our team enjoy walking or running in their lunch breaks to take in the local countryside and fresh air, or for alternative ways to keep active there's the outdoor heated Lido and local leisure centre just up the road.

Quality of life and a strong sense of community in Chipping Norton make it a great place to live and work. Come and see for yourself!



Here's how to apply...

We hope we've made a good impression! If so and you'd like to make your mark, please email your CV and a brief explanation of why you think you're right for the role to recruitment@mark-making.com

mark-making*
www.mark-making.com

