

DIRECT WINES

<i>Laithwaites Wine Role Profile</i>	
Position Title	Copywriter
Reports To	Creative Director
Overall Job Purpose	To provide effective and engaging wine-selling copy across online and offline channels, with a consistency of tone and a clear understanding of brand and wine propositions. To achieve sales targets and to enrich customer experience of our wines and services. In short, we need someone who can sell a wine rather than just describe it.
Key Responsibilities	<ul style="list-style-type: none"> • To take responsibility for writing tasks across all marketing channels, as designated by the Creative Director • Research relevant products, suppliers and regions • Write creatively and convincingly in a style that is consistent with core Laithwaite's brand values • Understand our customers better to ensure that copy helps them to enjoy the Laithwaite's experience • Deliver copy in appropriate form to external agencies, the web team, printers and all relevant internal departments • Deliver copy on schedule to ensure efficient workflow throughout the company • Actively participate in wine briefings, creative briefings, planning sessions and other group activities as required • Maintain and develop good communications with all colleagues within Creative Services as well as buyers, marketing and merchandising. • Monitor results of work undertaken.
Qualifications	<ul style="list-style-type: none"> • Strong academic background – educated to degree standard or equivalent
Experience	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Commercial copywriting / direct marketing experience – or simply an ability to persuade! • Wine knowledge or an interest in learning about wine
Personal Qualities and Skills	<ul style="list-style-type: none"> • Customer focussed • Ability to write well under pressure • Ability to write for multiple marketing channels • An advocate for Laithwaite's wines • Team Player • Creative, flexible and commercially aware
Date	July 2019