



We're looking for a...

Junior copywriter, to join our team.

Before we go anywhere, we'd like to introduce our company values, which inform everything we do. These are:

- Simplicity
- Honesty
- Empowerment
- Learning
- Authenticity

Our values will drive our selection of the right person, so please bear them in mind.

We're on the lookout for a junior copywriter, to join us as the UK's biggest business insurance provider, currently insuring over 300,000 SMEs and landlords. In terms of copy we work predominantly online, with a close focus on excellent UX, creative and customer facing content.

Far from fulfilling a musty insurance stereotype, we've created a colourful, collaborative working environment. Across our offices you'll find a casual dress code, flexible working hours, and open-plan spaces, where our CEO works right beside everyone else. You'll also find cross-departmental teams working on exciting projects, releasing new products quickly to change the traditional insurance market.

Unlike other companies (and some of our competitors), you won't be a tiny cog in a corporate machine, but a key part of the business and its growth. Because we believe that people work more productively and imaginatively when they are free from rigid hierarchy and structures, we keep our startup roots and entrepreneurialism at heart. We aim to give our employees the freedom and support to pursue what really motivates and excites them.

What you'll be doing

Clear, helpful copy. Punchy news content. Perfect proof-reading. All of this at pace, and for a variety of stakeholders and projects.

You'll be working on our new products, our award-winning content and marketing strategy and a whole lot of QA'ing and finessing. The three areas below will be your core, day-to-day bread and butter work, but at Simply Business no two weeks are the same, so look out for opportunities to get involved with more conceptual stuff, advertising, social media and PR content.

Customer copy

Working with our Head of Brand & Creative to get to know our tone of voice, you'll soon become fluent in the Simply Business language, tone and style. You'll have a good understanding of how to edit 500 words



into a succinct, clear 100 word paragraph, and a keen sense for clarity, friendliness and effective call to action.

News and editorial

Our blog (Knowledge if you're on the site) is a key traffic driver for the business – we're proud of it, and the team spend a lot of time making sure it's as informative, punchy and searchable as possible. By picking topics we know our customers care about and search for, we keep our blog healthy and useful. You'll be producing around a third of the content for this blog, working with the editorial team on your headlines and ideas for the week.

QA

Your grammar and spelling will be impeccable, and you'll relish the thrill of a missing full stop in a peer proof read. Seriously though, we're developing a new QA system at Simply Business now that the team is bigger, and you'll be on the front line. You'll also have a natural sense for compliance triggers, and good at finding the right people to speak to, to check a fact or statement.

Reporting to the Head of Brand and Creative, you'll be working with our Design team (Senior Designer/Videographer, UI Designer and UX specialist), Content Manager, Editor, Social team, Community Manager and freelance copywriters. You'll be part of our internal creative hub, contributing to all teams (marketing, product, tech, internal etc).

What we need

Preferred qualifications/experience

- Experience in creative, UX/UI and long-form copywriting
- A forensic approach to content quality, with a healthy interest in the 3 C's (compliance, consistency and correctness ... apostrophes and initial caps should be your best friends)
- Degree in English
- Experience in pairing with a stakeholder, working from brief to amends fluidly and collaboratively
- A delivery-centric background, either through an agency/consultancy/news desk role, or a fast paced/multi-faceted in house background
- Experience in a digital-first organisation
- Impeccable spelling and grammar credentials, able to QA your own work and peers'

That something extra



- A team player: you understand that creative and copy improvements are made collaboratively ...
- ... but are independently driven. The opportunities are here for your personal development, along with mentoring and a strong team. We don't hand-hold though, or micro manage. You need to be resourceful, delivering results and interpreting the business/team need
- An entrepreneurial spirit, with a drive to contribute new ideas for future development
- The ability to work with technical and non-technical people to get things done, guiding the briefing process and challenging where necessary
- Ability to learn best practices and take on board feedback
- Some experience in SEO content writing

What we can offer

- Fantastic opportunities and a supportive environment to grow your skills and make a large impact in a young, growing company
- A fun, irreverent and human working environment
- Complex challenges and collaboration with a highly skilled team
- Free daily breakfast and snacks
- Flexible working hours and a flexible policy on working from home
- An award-winning culture (1st place ranking in 'Sunday Times 2016 Best Companies to Work for')
- A flexible benefits package consisting of gym membership, extra holidays, private medical and much more!
- A company that drives continuous innovation – check out our latest hackathon:
<https://www.youtube.com/watch?v=Q3UtiWQwul>

Awards and achievements

- 1st place ranking in 'Top 100 Best Companies to Work for 2015 & 2016' - Sunday Times
- 3 Star (highest) accreditation in "Best Small Companies to Work for" - Best Companies Ltd 2014
- 'Best Use of Audience Insight' - Digi Awards 2014
- "Use of Organic Search (SEO)" Dadi Awards 2014
- Accredited "Geared for Giving employer" - outstanding contributions to charity
- "Most Agile Aware Organisation Award" - Agile Awards
- "Best Use of Mobile Technology Award" - Technology in Insurance Awards





- Named in the "Deloitte Technology Fast 500 EMEA"
- Listed in "Sunday Times Tech Track 100" for fastest-growing technology companies

Where we are

We work across both offices, but this role is based in Northampton.

