

Job Description

Job title: Technical Content Specialist (Copywriter)

Salary: DOE

Location: Head Office, 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ

Working hours and contract: Permanent - full time or part time options.

Deadline for applications: 21st June 2024

Background to company

Global marketing solutions for innovators across technical sectors – that’s what we do at Horizon Works.

We work with ambitious and fast-growing innovation and technology led businesses that are creating solutions of worldwide importance. Through cutting edge marketing, we empower them to gain global recognition and adoption for their products and services.

Established in 2010, we have a proven track record of delivering marketing solutions that have tangible, impactful results and resonate on a global scale.

Our culture and values

At Horizon Works we focus on developing marketing careers and we have a strong team ethic embedded into our business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results.

- **Passion** - We deliver worthwhile work that we are proud of. The team works with enthusiasm, creativity and energy to deliver the best marketing solutions.
- **Ownership** - We empower our team to make the right decisions. We make things happen, drive things forward and take an entrepreneurial approach in everything we do.
- **Positivity** - We foster a no-nonsense approach. We’re supportive, approachable and friendly and this helps build a positive and enjoyable environment.
- **Collaboration** - We know our industry, share our insights and embrace innovation. Partnerships are at the heart of our business, and this keeps us at the forefront.
- **Inspirational** - We work with companies that are innovating solutions of worldwide importance and that’s important to us. Through our work we are making an impact now, for the future.

We also have a **Good Vibes Culture and Community Programme** which is made up of monthly activities that we’re doing as a team to promote and generate positivity both internally and externally.

Please see below the full benefits package.

The **Technical Content Specialist (Copywriter)** is responsible for creating clear and compelling content for across various mediums (e.g. website, blogs) that effectively communicates our client's message. This includes conducting research, understanding our client's and their technical markets/audiences, and adapting tone of voice and writing style accordingly.

Core responsibilities:

Client work:

- Research, write and edit content for our clients for a range of mediums including website content, blogs, white papers, downloadable content, printed materials and technical articles.
- Contribute to our client's brand messaging, key messages and brand narrative and develop content for in-house style guides to ensure content is consistent.
- Bring content to life by turning technical information into simple and digestible content and messages that can be used across a range of multimedia and digital platforms.
- Work with the creative and digital teams to provide content to meet the needs of the projects and client.
- Write information for website and company materials including brochures, sales presentations, marketing materials and multimedia content (scripts).
- Write engaging social media content for campaigns.
- Write technical content for manuals, product brochures, white papers and technical downloads.

Support Horizon Works:

- Support in the development of content for horizon Works from website content and blogs to thought leadership articles and sales materials.
- Write campaign messaging for our own campaigns across social media and other platforms.
- Represent the company in a range of internal and external activities including networking, events, client meetings and prospective client meetings.
- Continuously keep ahead of marketing and PR trends and share new trends and ideas.
- Establish and maintain a programme of personal development in marketing.

Education and formal qualifications

- Qualified to Degree level with relevant content writing experience – at least 5 years.
- Agency experience is advantageous however you will be considered if you have strong technical content abilities.

Work experience/background

- Experience in writing technical content.
- Experience in using market research to support targeted content generation.
- Experience in developing company messaging and proposition statements.
- Experience in creating a range of content across a broad range of mediums, both online and offline.
- Experience in creating content for campaigns across social media platforms.
- Excellent copywriting and proofreading skills.

Specific skills, aptitude, knowledge

- Skilled writer with exceptional command of language and vocabulary.
- Ability to take technical and complex information and simplify into meaningful content.

- Ability to produce content using different writing styles and tone of voice which resonates with different audiences.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- IT literate and willing to learn new technologies.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

Key attributes

- Self-driven, results orientated and a clear focus on high standards and business performance.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Project management, literacy and numeracy skills and the ability to prepare accurate content.
- Ability to understand and translate technical information into user friendly language.
- Able to demonstrate excellent client care and manage their needs and expectations.
- Responsible, accountable and determined to succeed.
- Passionate about marketing and delivering high-quality content.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Interested?

Send your CV and covering letter telling us why you want to work with Horizon Works to hello@horizonworks.co.uk

Employment benefits:

- Pension contributions.
- 30 days holiday including bank holidays.
- Additional day's holiday every two years in the business.
- Your birthday off work.
- Flexible working hours.
- Option to work from home one to two days a week.

Other things that add to your experience at Horizon Works:

- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people or the community.
- Good vibes programme – monthly schedule of 'at work' events and activities (including fundraising and challenges). We understand that it's difficult for everyone to commit to time outside of work to 'team build', so we make it fun at work.
- Lunch club – once a month we have an organised lunch together at work.
- Monthly wellbeing walk – once a month we organise a lunchtime walk somewhere in and around Northumberland.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Yearly summer afternoon garden party (in working hours).
- Festive afternoon and lunch (in working hours).
- Yearly offsite strategy day and team building day.