



Midweight Copywriter – Job Description

Are you a midweight content writer with a passion for positive impact and a portfolio full of memorable messaging? Well, Enviral, a growing B Corp communications agency and consultancy has a lot of interesting projects in the pipeline, so we're creating a new position on the creative team ...and it's a banger.

About this role

You'll be working in close collaboration with a senior copywriter/strategist to further develop your skills, as well as our copy and content services. In this role, you will be involved in a wide range of engaging writing tasks – from writing well-researched long-form content across B2B and Charity organisations, to supporting on brand campaign work, taking SEO insights and using them to write blogs or writing animation storyboards. You will also support Enviral's marketing team with internal projects, including website and LinkedIn content, event promotion and personal brand copy.

This is a brilliant role for someone who can demonstrate a deep personal interest in working with ambitious, purposeful clients and has 3+ years' experience working agency- or client-side. You will have the opportunity to work with some of the UK's best and brightest brands and organisations while taking your career to the next level.

We're looking for someone based within commuting distance of Bristol to join full-time (working from our Bristol studio at least two days per week). We highly encourage anyone of any background, age or gender, BIPOC or LGBTQ+ to apply for this role. We're not looking for cultural fit – we're looking for cultural add. So come along to our socials and Enviral-run events, and bring your passion for collaboration, curiosity and our natural world.

Role summary

A mix of content and copy – you'll be extremely comfortable researching, planning, writing and self-editing long-form content that's engaging throughout while retaining technical accuracy. You'll be confident switching modes to write creative copy for organic and paid social campaigns, scripts, brand guidelines and more. You'll also help develop Enviral's sales and marketing efforts, including pitches, case studies and whitepapers.

The ideal candidate has proven experience:

- Working agency- or client-side for 3+ years
- Have a growth mindset and deep desire to work within a driven team

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- Writing well-researched technical content on climate/nature/energy/sustainability
 - Translating sustainability jargon into compelling messaging for static ad campaigns, scripts, internal comms and web copy
 - Supporting local, national and international brands, corporates, B2Bs, Higher Ed, or Third Sector clients who want to lead the sustainability movement
 - Writing in the corporate sustainability / ESG space
 - Researching target audiences through structured research and interviews
 - Developing content strategies and calendars, understanding why we need to rollout content in specific ways, whilst providing suggestions for improvements
 - Leading (or supporting) copywriting workshops with clients
 - A desire to share learnings to wider team
 - Collaborating with art directors to bring their ideas to life with design

Salary: £32-35k

Benefits:

Enviral offers several benefits on top of a competitive salary package.


These include:

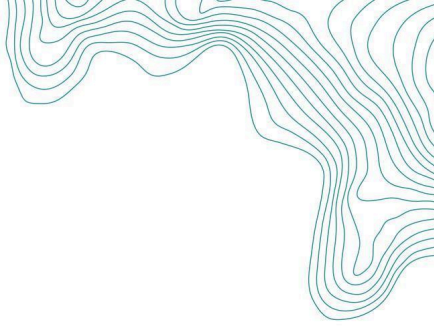
- Paid activism and volunteering days
- Paid healthcare plans
- Charity memberships
- Adventure Half Day Fridays
- Free therapy sessions
- Coaching options
- Birthdays off

Plus all the standard benefits you'd expect, like a cycle to work scheme. We're also based in a creative co-working hub full of Bristol's best creative talent with a yearly training and development fund and flexible working and working abroad policies.

Please email your application (in any form you see fit) with the following in the subject line:
Name / Copywriter Application

Attach a 1- or 2-page CV along with a mini-portfolio that includes a sample of your long-form writing (must be published), a sample of relevant campaign copy, and one more sample of your choice.





In your cover email, please include a paragraph on:

- One campaign you have seen recently which stood out because of its messaging.

Key dates:

Application deadline: Friday 5th April

First stage interviews: Friday 12th April

Final interviews: Monday 22nd April

Email: recruitment@enviral.co.uk 🌳 🌍

