

LEDGER BENNETT

GE Copywriter

Job Purpose:

Lead marketing content production for General Electric Digital PGOG business unit. Creating a large volume of quality content, spanning the entire buyer journey. Fulfilling the needs of the major campaign activity and also the ongoing tactical needs that the client has.

Job Description:

Wordsmith wizard or storyteller extraordinaire? We have an exciting opportunity to join one of our B2B clients as a Marketing Copywriter. They are soon to start work on a major strategic initiative and require copywriting and content production across their campaigns, from thought leadership through to product launches. And need a hand! If you have a passion for words and love to create compelling copy (sometimes required at the drop of a hat, it's fair to say), you're just who we need.

The successful individual will deliver excellence in marketing communications by providing specialist copywriting services and advice within the Marketing Department and around the organisation in line with brand guidelines, technical requirements, team processes, internal policies and agreed standards. The Marketing Copywriter will also produce, update, review and approve quality, compelling, compliant and creative marketing content across all channels, products and customer groups.

Essential Skills:

- Experience of writing creative, compelling technical and promotional content in a B2B environment
- Experience of quality control of copy content and writing for offline and digital channels
- Experience of internal stakeholder engagement and supplier relationship management
- Knowledge of current best practice in promotional and technical customer communications
- Experience of briefing, review and approval processes and systems

Key responsibilities

What your day-to-day will look like:

- ✓ Writing, editing, and proofing
- ✓ Managing revisions and feedback with clients and account teams
- ✓ Researching the client, their products, and their markets through interviews and download calls with subject-matter experts, as well as all the desk research your favourite search engine allows
- ✓ Suggesting compelling content topics, issues, stories for them, and turning those ideas into executions
- ✓ Joining ideation sessions to present ideas to the client team to help them go beyond the ordinary
- ✓ Working and communicating with their design and web team to turn what's in your Word docs into visually appealing content
- ✓ Reading, advising, and approving copy for other people in the business, making sure everything is consistent and in-line with their tone of voice

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Job Qualifications:

- At least four years' experience of writing creative, compelling technical and promotional content, ideally in B2B contexts
- A portfolio (or a bunch of examples) of content you've written
- Experience of internal stakeholder engagement and supplier relationship management
- Knowledge of current best practice in marketing communications
- Experience of briefing, review and approval processes and systems

What you can expect from Ledger Bennett

When you join Ledger Bennett, you gain access to some of the best perks in the business, not to mention working with some of the most authentic and innovative people. We've built out our benefits plan with them, and you in mind, so you can keep on doing what you do best, knowing that we've got you covered.

What can we offer you?

At Ledger Bennett, we are proud to offer some of the best benefits in the B2B marketing space.

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- A bespoke People Framework to ensure you have the right support, tools, and skills to carry out your role
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, Access to Ledger Bennett MyWellness, which offers additional services that help you take control of your own health

Why work for Ledger Bennett?

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth. At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.

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