

JOIN OUR

brood.

Job Title:  
**(Senior) Copywriter**

Reports to:  
**Managing Director**

Department:  
**Account Handling**

Date Prepared:  
**January 2022**

Contact:  
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## MEET BROOD

We are a healthcare/wellbeing creative agency.  
We work on brands that people can truly believe in.  
We call this Brands that Matter.  
We won't work our magic for brands that we don't believe in or that don't do something to benefit the greater good.

This is Advertising for Good.

Does this sound like an agency that you want to work for? Lockdown has taught us all what is important in life and we are an agency that has always put its employees first and over the last year flexibility and compassion has become even more enshrined in what we do.

Family is the most important thing in our lives and it is at the heart of good health.

## THE ROLE

We are looking for a passionate Copywriter who can embody what we stand for and who is not afraid to have an opinion. Brood is a small, close knit, creatively driven team and chemistry is everything.

Are you passionate about health? Do you want to work on brands that matter?

We are looking for a Copywriter with a portfolio of healthcare/pharma work, who knows what it is like to work in an agency.

Are you fed up of seeing the same boring campaigns over and over again? We are looking for a proactive, creative, conceptual thinker who knows that nothing will change if you always do the same.

## SO WHAT ARE WE LOOKING FOR?

- A healthcare agency background
- A data geek - someone who loves digging into the details of complex diseases and treatments
- A people person - someone who understands people and what makes them tick
- Can work as a team with an Art Director
- Can work proactively alone when required
- Happy to be the only writer

## SOMEONE WHO

- knows the difference between an idea and a channel
- is persuasive –who understands emotive language and is not afraid to use it
- can write content and copy
- knows how to appeal to different audiences – can you speak to consumers and HCPS?
- knows their brands and therapy areas inside out
- demonstrates an in-depth knowledge of the ABPI Code of Practice
- keeps updated on changes in the NHS and the impact on the pharmaceutical/health and wellbeing industries
- participates in shaping creative strategy
- evaluates creative output against the creative brief

## YOU WILL WORK ON:

Dexcom G6 – the CGM for Type 1 diabetes – creating new campaigns that may contain tv, radio, social media ads/content, scripting videos, interviewing warriors. Predominantly a creating campaigns for the consumer

EMLA UK and Europe – developing campaigns which have in the past included radio and social media, social ads, website, playbooks.

30 Tech – a new start up with an exciting new technology

Pitches and new business

Brood's House campaigns and socials

## QUALIFICATIONS

Preferably a Bachelor's Degree (BSc) or nursing qualification and a minimum of 3 years' related experience in a UK healthcare advertising agency or equivalent combination of education and experience.

## HOURS

Monday – Friday 9am-5.30pm

## LOCATION

Our HQ is in central Windsor. We have a flexible, hybrid working model. We will consider remote working but would prefer someone who is able to come into the office 3 days a week. There is nothing like being in the room together to brainstorm. Please also change date prepared to April 2022.

## SALARY

TBD (dependent on background and experience) | Windsor | Full time but flexible working considered, pension.

## BENEFITS/PACKAGE

- Never work on your birthday if it falls on a weekday
- Company pension (in which Brood will match any contribution that you make up to 5% of earnings)
- Private Healthcare – after 3 months you will be able to join our AXA PPP Healthcare private health plan
- Annual Bonus Scheme (December)
- 20 days holiday (plus 3 extra for Christmas and New Year – we always close)
- An additional days holiday for each year of service (max up to 5)
- Yoga in the office once a week (when we are back in the office)

If you want to work in a team where everyone's opinion matters, where we believe in developing people, then pop for a cuppa (or a gin) and let's see if we are a good match.

Apply here.