

Job spec

brood.

JOB TITLE Senior Copywriter
REPORTING TO Director
CONTACT Kelly Underwood-Fone kelly@wearebrood.co.uk / 07870 603136
TEAM Creative
DATE June 2023

Hello...We are Brood.

Welcome to our health and 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? We are an agency that has always put its employees first with flexibility and compassion enshrined in what we do.

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

Come and Join Us...

We are looking for a passionate Senior 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 Senior 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

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

Make it matter.

We genuinely have the best clients. You will work on...

Dexcom G7/G6/One - the CGM T1 and T2 diabetes - creating new campaigns that may contain tv, radio, social media ads/content, scripting videos, interviewing warriors, sales aids, leavepieces, website and other collateral for HCPS.

EMLA UK and Europe - developing campaigns which have in the past included radio and social media, social ads, website, playbooks and CPD for pharmacists, materials for pharmacy chains and pharmacists.

Alopecia UK

Pitches and new business

Brood's House campaigns and socials

So what do you need to join us?

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.

Where we are

We have a fab office in a railway arch in Central Windsor. We offer a hybrid working week. We would consider remote working but would prefer someone who can come into the office at least 3 days a week (Tues, Weds, Thurs). Nothing beats brainstorming altogether.

Our office hours are Monday- Friday 9am-5.30pm.

Let's talk money

50-55k (dependent on background and experience)| Windsor | Full time | Pension

The Good Stuff

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 should you wish to.

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)

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.