



CUSTARD MEDIA RECRUITMENT

Journalist Copywriter

Basic salary £16k-18k

Plus bonus schemes

Job Description

You will be a key writer in the Custard Media content team, providing support to the PR Manager and guiding any junior or placement writers. You will be a competent, confident writer who can research different industries and adapt to writing about them. You will ideally have a recognised qualification (degree level or above) in writing, journalism or subjects related to online PR. From press releases to feature articles to blogging, your attention to detail in all web content will be second to none.

Your Key responsibilities will be:

- Developing highly effective, original and targeted online content
- Maintaining voice and consistency of the client's brand
- Required to work across our wide-ranging portfolio of clients
- Working to deadlines
- Interacting with clients and providing advice on content-related issues

Skills

We're looking for a genuine team player who wants to develop a career in journalism / online PR which builds on their excellent writing, listening and verbal communication skills.

You will exhibit:

- An ability to write concise, attention-grabbing copy that gets the message across
- Creativity – the ability to come up with ideas at the drop of a hat
- Excellent command over the English language and meticulous attention to detail – needless to say!
- A resilient and tenacious personality whilst being willing to learn
- Excellent skills in client communication as well as having the organisational skills to be capable of managing multiple client relationships effectively
- The ability to work well with clients and liaise closely with in-house teams
- Confidence when working with Google, Microsoft Word and web browsers such as Firefox beyond basic functions. An understanding of Web Analytics and Google Tools will be beneficial.

Company Description

Custard Media are extremely passionate about providing multi-service solutions to businesses wanting to expand their strategies online. We do things differently to most digital agencies by offering every aspect of the online marketing mix, helping you to attract traffic from all avenues available. Our team consists of new business executives, journalists, SEO executives, account managers, link-builders, social media executives, web designers and two company directors.

Additional Information

Local candidates only, no relocation (Preston, United Kingdom)

To apply for this position please email your CV and a covering letter detailing your suitability for the role, to ayman@custardmedia.co.uk

Closing date – 6pm, Monday 11th October 2010