

BORN + RAISED

Content Writer

Salary: Up to £30,000 DOE

Location: Sheffield (with flexible working)

Start date: ASAP

Are you a natural storyteller with an excellent eye for detail and knowledge of how to write content for SEO? We have the perfect role for you.

We're looking for a motivated and talented content writer to join our team. Working on briefs for some of the world's best known brands, as well as niche clients and specialist sectors. You'll be crafting copy that not only performs well for SEO, but ticks the boxes from a brand perspective.

As a strategic creative agency with a specialism in content, we create content that is founded in brand insight and driven by performance.

Reporting to our Head of Content you'll have a huge part to play in delivering some of the best content on the web. All that alongside a team that genuinely loves what they do.

About you

- You have a natural flair and enthusiasm for writing
- You're naturally inquisitive with an eye for detail and an ability to uncover interesting angles within the topic you're covering
- You should consider yourself an expert at Google-Fu
- You have experience writing and optimising copy for SEO, using insights from tools like Ahrefs and SEMRush
- You're organised and used to writing content on a variety of topics in any given day
- You enjoy keeping abreast of content trends to ensure our approach is up to date
- You'll feel comfortable writing a variety of content types, from in-depth, long-form guides, to short, snappy social ads or blog posts.

What you'll do

- Produce the highest quality written content for a variety of clients and industries, including Born + Raised content
- Contribute to ideas or angles for content based on client briefs and keyword research
- Work in collaboration with designers to come up with ideas for assets to elevate the written content
- Work with the Head of Content to champion content within the agency
- Work with the strategy team on proposals for clients and prospects
- Communicate and work closely with our account handlers

About us

Born + Raised is a strategic creative agency that brings new brands to life and elevates existing brands to new heights. We are based in a beautiful grade 2 listed building at Victoria Quays and have recently been voted as one of the Top 25 companies to work for in the UK.

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We're continuing to grow and have ambitious plans for this to continue. As a result, we're looking for outstanding people who can help us achieve our goals.

You'll need to show us that you'll fit in with our team because personality and fit are a big deal here. We don't do egos; we work as one team to make things happen. Our challenging thinking approach means that we question everything and our dedication to producing impactful, meaningful work shows that good enough isn't good enough.

If you're successful, you'll be rewarded with an outstanding benefits package, which includes free city-centre parking, healthcare, additional holiday entitlement and much more.

We're all obviously working from home right now, and we'll certainly be working more flexibly from now on. But when we can get back to the office, we're proudly based in our award-winning grade 2 listed Grain Warehouse at Victoria Quays, Sheffield.

In short, you're a confident go-getter looking for a new challenge and are prepared to be challenged in return. You'll get to be part of a great ambitious supportive team that genuinely loves working together and are proud of what they do.

Benefits

- + Profit share scheme
- + Company pension scheme
- + Healthcare plan provided
- + 20 days holiday per year additional to Bank Holidays
- + Option to purchase additional leave
- + Highly sought-after office space to work in
- + Annual birthday trip

This Job Description is not intended to be an exhaustive list of duties. It outlines the main purpose of the role and its key responsibilities. It is expected that these, and the duties, will develop in time.

How to apply

If you think all this sounds like you, send your CV to careers@bornandraised.com and use your writing skills to tell us why you think you'd be a good fit for the role.

Writing samples and case studies to support your application are welcome.