



Role: Senior Creative (Copy & Content Writing)

Team: Creative

Location: Winchester and Remote Working

Contract type: Permanent subject to 6m probation

Full Time/Part time: Negotiable

Salary range: £40,000 (pro-rata if applicable)

Reporting into: Creative Director/Managing Director

The headline: We're looking for a talented senior creative with experience applying behavioural science or psychology to their writing to work across finance, retail, charity, and public sector projects.

About Copy & TV

Copy & TV is built on one idea: we use creativity to do good. We believe that by backing all our creative with behavioural science, we can help our clients and their customers to make positive decisions for themselves and for others.

Our award-winning team of creative and communications experts are passionate about applying behavioural science for the power of good, and since 2020, we've helped clients to use the right language to nudge positive decision-making and create meaningful behavioural change.

We serve clients in the retail, public, tech, financial, and not-for-profit sectors and have a reputation for quality, quickly: our track record includes long-term collaboration with public sector organisations, including the Department of Health and Social Care, the NHS, the Cabinet Office, and local government bodies, as well as working with some of the UK's largest financial and technology brands to drive positive decision-making through compelling creative.

We're a flexible company with core hours for client and collaboration meetings, but we recognise that people have lives and responsibilities outside of work. This role is open to candidates looking to work part-time (for a minimum of 21 hours a week) or full-time. A minimum of one day a week should be spent in our shared workspace in Winchester. Otherwise, office-based, hybrid and WFH arrangements are all open to our team.

About the opportunity

As Senior Creative, you'll be responsible for interrogating client briefs and responding with great ideas, bringing them to life through psychology-informed copy and content that leads to positive outcomes for target audiences. As well as producing brilliant creative you'll also develop comms and channel strategies, bringing the client with you every step of the way. From cracking the perfect strapline to writing well-thought-out communications or scripting decision-shaping animations, you know how to craft an idea into a campaign that lands the right message, in the right channel, at the right time to lead to the best possible result.

You'll work with account managers, our talented creative team, and partner agencies to solve practical and behavioural challenges for our clients across diverse sectors. You'll also play a vital role in driving business growth, contributing to pitches, proactively searching out business leads, and generating innovative project opportunities for our existing clients.

A note if this job sounds great but you don't have direct Behavioural Science experience: if you're a great copywriter with a portfolio of campaigns or communications designed to prompt a specific outcome from your audience, it's likely that you're already applying psychology to what you do. Creatives with killer talent understand what makes people tick, and how to write in a way that connects with them. For the right candidate, we'll offer training to help them progress their Behavioural Science knowledge, so don't let it be a barrier.

Core responsibilities

- Ensure consistently strong creative output, reporting to the Creative Director/Founder;
- Manage multiple projects simultaneously while meeting deadlines and communicating progress with the wider team;
- Articulate ideas clearly and effectively, drawing on evidence to support the creative direction;
- Ensure clients, colleagues, and collaboration partners are heard and understood as their input is translated into effective strategic and creative delivery;
- Innovative and courageous thinking to help solve client problems;
- Keep informed of industry innovations and trends, and share knowledge with our team; and
- Effective time management, recording hours accurately against different projects.

What you'll bring to the table

- 5+ years of copywriting experience across different sectors;
- A varied and persuasive portfolio of great content, and the ability to 'tell the story' of how you developed each campaign, demonstrating the insight you used to inform your creative and the resulting successes and learnings;
- Experience applying psychology or behavioural science to your creative – a degree or formal qualification isn't a must-have, but we're looking for people with a solid understanding of psychology or behavioural insights and how to apply them to a variety of practical challenges;
- Essential: experience applying your skills in the financial sector;
- Preferable: experience applying your skills in the health, tech, utilities, or retail sectors;
- Experience of the consultancy environment and ways of working;
- Extensive experience delivering multi-channel campaigns;
- Persuasive stakeholder management and pitching skills;
- You're a highly motivated self-starter;

- You're unphased by an evolving brief, prepared to be responsive to the client's changing needs and new insights; and
- You can quickly form great working relationships with colleagues and clients.

What we'll bring to the table

- 27 days annual leave + bank holidays and your birthday off
- Pension
- Personal fund for training and development
- 2 days a year to lend your skills and our resources to a voluntary cause you care about
- Discretionary annual bonus
- Health, wellbeing and lifestyle benefits
- Discretionary leave for moments that matter
- Equal parental leave
- Flexible ways of working

How to apply

Please send your CV with a covering letter and a short portfolio of your work to hello@copyandtv.com - a member of the team will be in touch within 3-5 business days.

Equality statement

Copy & TV is an equal opportunities employer, committed to diversity, equality, and inclusion, and we strive to recruit with these values front of mind.