

# burnett works

## Senior copywriter – 5 years direct marketing experience minimum

Burnett Works helps charities to engage people in many different ways. To give money. Join in with an event. Sometimes to use a charity's services.

It's really hard to get people to give money or time when there are so many different calls on their attention. People increasingly want more value for their support. So we're looking for a thoughtful, talented, experienced copywriter with buckets of curiosity about what makes people tick and prompts them to put their hand up to say 'Yes, I'll do that'.

### The nub of the job

- **Taking the brief and asking lots of questions.** Copywriters and art directors come to the briefing meeting along with client services and planning, and are encouraged to ask loads of questions. About the audience, who they are, why they support, what the charity does, who you could talk to for more colour. You get to hear it from the horse's mouth. We find this makes for better, nuanced creative rather than keeping us at arm's length.
- **Researching and helping to define what message will touch the best people.** Copywriters here spend a lot of time interviewing supporters of charities on the phone to understand more about why they give, what does and doesn't interest them, what gets in the way of them giving. It can be moving, difficult, fascinating, exhilarating. If this isn't something you enjoy, this wouldn't be the right job for you.
- **Smart ideas that speak to the right people.** Working with an art director, you conceive ideas rooted in what makes a particular audience take notice, in what means something to them. Get too conceptual and fundraising doesn't work.
- **Stretching across all touch points.** We do a lot of integrated work, so you have to be able to think about how to make an idea connect with people across different channels. And be able to write the right kind of copy for DRTV, websites, email, online advertising, direct mail, radio, press ads, site-specific... You might not have experience of all of these, but we need to see you can do more than write for just print.
- **Hunting down the right ingredients for telling a compelling story.** You need to know what makes people move from 'interested' to 'action' and be able to go out and get the ingredients you need to move them there.

Our copywriters visit projects that put off-the-rails teenagers back on track, meet nurses helping people with cancer, visit WWII veterans at home, spend the day at RAF stations, pick the brains of scientists, speak with vets working in developing countries, listen to people who have lost someone they love...

You need to be mature enough to be able to sensitively get what you need from these situations, make people from all walks of life feel comfy with you, and be able to spot a golden nugget that will light up a charity's work when you find one.
- **Writing crafted natural copy that slips under the skin.** Yes, natural. No weird direct marketing language, or charity marketing phrases that run like water off a duck's back. No 'give her a brighter future', 'your £10 has saved thousands', 'your £25 can make a difference'. We write like real people. For real people. Many are tired of charity speak.
- **Using the direct marketing toolbox but subtly and naturally.** You have to be as interested in getting a measurable response as we are. We're often judged on how much money we raise. If you're from a campaigning background, you'll have to show you know how to persuade people to give money, go to the effort of fundraising on a Saturday afternoon, or see a solicitor about remembering a charity in their Will.
- **Being aware of budgets and schedules and keeping to them.** Keeping timesheets up to date. Knowing that an idea can be executed without it costing every penny the charity has. Working effectively. Meeting deadlines. Always letting client services know if something goes wonky.
- **Enjoying client contact.** We have some great clients and we learn from each other. Most are very experienced, others may not have worked with an agency before.
- **Relishing pitches.** You have to be able to present well, humanly, clearly. With a bit of bounce. And still smile when the pressure is on.

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## What kind of person will you be?

We're looking for someone who gets excited by this kind of work, shares their enthusiasm, and helps take others along with them. You will build on others' ideas and welcome others building on yours.

You can digest and transform complex themes and messages into human, practical moments that mean something in real life – which we call transformational storytelling.

It's important that you can get on with others, and be ready to hear people out even if they're less experienced than you. And you have to be able to think yourself into the lives of audiences who are different to yourself. They may sometimes be younger than you, often they will be older, with life experiences you haven't had yet but which make them open to approaches from particular charities. You have to be able to explain why your idea or copy works for the audience.

You read broadsheets or the equivalent on your mobile, keep an eye on the news, and are curious about the world.

You are a persuasive grown up. You don't have 'creative tantrums', you aren't prickly, you don't sound as if you've swallowed a textbook on direct marketing. You are collaborative, friendly, natural, and interested in the world around you.

**Karin Weatherup, Creative Director**

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