



# Job description

## B2B copywriter: thought leadership & corporate content

Full-time: Guildford/hybrid working

### About us

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and mobility. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media and search advertising. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. We're members of the Public Relations & Communications Association and holders of the Association's CMS quality standard.

### The opportunity

We have a great opportunity for an experienced business writer to join our team. You will work with some of the most brilliant and exciting companies in aviation, travel and mobility, building understanding around topics like sustainable aviation, artificial intelligence and mobility-as-a-service. You will create long- and short-form thought leadership content, blog posts, website content and other forms of public relations and marketing output. You will transform complex ideas into engaging content that changes attitudes in the boardroom and with business decision makers.

# B2B copywriter: thought leadership & corporate content

You'll be someone who loves crafting words and appreciates quality journalism. With a marketing mindset, you will know how to make readers' interests and marketing objectives meet in the middle.

You will be clear and concise in your writing and fastidious in your use of grammar. You will have the confidence to interview client executives up to CEO level and to challenge briefs constructively when necessary. You will instinctively undertake your own research to add heft and interest to your output. You will write for people but embrace the value of keyword research to ensure your work performs well online.

As well as creating your own writing, you will help account team leaders to review and improve the written work of freelancers and other colleagues.

Reporting to 8020's operations director, you will assist various account teams in creating copy that delights our clients and delivers for them. Under our hybrid working arrangements, you will work in our Guildford office 2-3 days a week to keep in touch with developments at our clients and their industries.

## Responsibilities

- Researching and writing thought leadership articles, blog posts, whitepapers, social posts, case studies, website content, video scripts, speeches and other public relations and marketing output
- Mastering complex and sometimes dry or technical information to produce communications material that is clear and compelling
- Interviewing senior client executives and subject matter experts to inform your writing
- Undertaking desk research to learn about topics and find complementary sources to cite in your work
- Understanding and adapting to the client's corporate tone of voice, helping them to speak appropriately to their audiences
- Proofreading and copy editing of freelancers' and colleagues' work to ensure grammatical correctness, clear narratives and brand alignment
- With our digital marketing specialists, using keyword research and data-led insights to refine and optimise content to drive engagement and SEO performance
- Working with account teams to forge strong client relationships and deliver excellent service
- Helping account teams to meet client objectives, values, budgets, and deadlines
- Continually improving knowledge of our clients' products, capabilities and market sectors

# B2B copywriter: thought leadership & corporate content

## Required qualities

- Exemplary B2B writing skills, developed in a marketing or editorial setting
- A comprehensive body of B2B work across multiple formats, styles and tones
- Experience in understanding and articulating complex ideas
- Excellent proofreading and copy-editing skills, with the ability to fix others' work at speed
- A confident manner, able to build rapport and understanding with clients and colleagues
- Collaborative and team-oriented
- Experience of working across multiple markets and sectors
- Comfortably accepting of feedback on own work and ideas
- Intellectually curious and interested in business and technology
- Enthusiastic about new ideas and their potential to create positive change
- Experienced in, or excited about, aviation, travel and/or mobility
- Ability to multi-task, manage and prioritise your workload
- Efficiency in your work, with the ability to work calmly under time pressure
- Ability to complete independent research
- Knowledge of Windows OS platform, including Microsoft Word

## Benefits

Working at 8020 as a permanent employee has many benefits, including:

- Competitive salary
- Auto-enrolment pension
- Performance-related company bonus scheme
- 25 days' holiday plus public holidays
- An extra day off on your birthday
- Private medical insurance
- Company-funded external and internal training
- Six-monthly career reviews
- Monthly mentoring scheme
- Monthly grant towards gym membership or other fitness activity
- Monthly social activities
- Summer and Christmas parties
- International business travel opportunities
- Healthy (and unhealthy) office snacks
- Decent coffee and herbal teas
- Investment in technology to help you succeed
- Positive encouragement at every turn

## Why join 8020?

We're a happy, friendly team who are deadly serious about being world-class in our work but also like to hang out together. We aim to hire smart people and give them the training, technology and opportunity to reach their potential. If you want a work environment that's growing, supportive, understands work/life balance and strives for excellence, we could be the place for you.

8020 Communications is an equal opportunities employer.