

Content Editor/Copywriter



Content Editor/Copywriter Key Responsibilities:

- Performing a key role within the marketing team you will be responsible for creating and adapting engaging content that supports the strategic goals of the business
- Ensuring a consistent flow of content across our external and internal platforms, including our website, social media platforms, partner websites, as well as our print media
- Writing, sub-editing and summarising copy for a range of marketing assets such as news items, blogs, case studies, customer testimonials, social media posts, landing pages, newsletters, press releases, datasheets and brochures/catalogues and direct mail campaigns
- Ensuring, where relevant, web copy is SEO optimised, relevant, compliant, and reflective of brand tone
- Creating and executing a communications content strategy across all our channels, including social media activities
- Engaging with audiences on key online communities and social media channels. Using targeted content to drive digital user engagement and brand loyalty
- Maintaining a content calendar to ensure regular content flow across the multiple platforms
- Providing updates on developments and enhancements in the content and social media arenas, suggesting best practice methods for future use

Your Qualifications:

An advanced degree in physics or a related science. Experience in working in a marketing environment and producing content would be beneficial, but we also want to encourage graduates to get in contact with us if they feel strong about following a career into copywriting. You should have experience in digital multimedia and demonstrate strongly about writing and editing scientific and technical copy. The successful candidate will be a team player and able to multitask, pay attention to details, and meet deadlines. A strong interest in and knowledge of physical sciences and their communities at large are a plus.

About Laser 2000:

Laser 2000 is a leading distributor of photonics, optoelectronics, and telecoms & network test products. We provide high quality products and solutions to blue chip companies and research institutions in the diverse applications of fundamental & life science, materials processing, oil and gas sensing, aerospace, network testing, and the internet.

We are seeking a highly motivated and creative Content Editor/Copywriter with strong digital experience to join our marketing team. Our Content Editor/Copywriter will collaborate with the marketing manager and our product and sales managers to deliver a lively and engaging offline and online experience, including copy for our print catalogues, case studies, SEO-optimised content, social media, press releases, and other products. The successful candidate will develop, write, acquire, edit, and produce material in a variety of formats. Other responsibilities will include engaging with online communities, assisting with budget preparation, networking with the scientific community.

Content Editor/Copywriter Skills & Experience:

- Demonstrable experience of creating engaging content and managing social media channels in a commercial role will be essential
- Significant experience of copywriting, social media strategy and digital content management
- Strong understanding of digital marketing techniques
- Creative and enthusiastic with a 'can-do' attitude
- Excellent communication skills both oral and written
- Excellent interpersonal skills, the ability to work cross functionally and interact confidently with multiple stakeholders
- Excellent planning and organisational skills
- The ability to prioritise, manage time effectively and work to tight deadlines
- Accuracy and attention to detail
- The ability to work independently with minimal supervision
- Highly proficient in MS packages including Word, Excel, PowerPoint and Outlook
- Educated in a related discipline such as Marketing or Communications would be beneficial
- Excellent understanding of (Oxford) English, written and spoken
- Advanced degree in physics or a related science as well as 2-3 years of experience producing copy
- Team player – understands the importance of teamwork
- Based a commutable distance from Huntingdon, Cambridgeshire

Location:

Based in: Huntingdon, Cambridgeshire
Reports to: Marketing Manager
Salary: Depending on experience - £23,000 - £25,000
Start date: ASAP
Other: Must have the right to live and work in the UK

Laser 2000 provides on-going training and offers excellent remuneration and benefits. The company offers a friendly, exciting, and stimulating environment in which to flourish. If you are keen to develop a career in photonics and work in a supportive company environment where you can develop your potential fully, please email your CV together with some work examples (please send only pdf's) and links to website pages you've written for to:

Susanne Nichols, Marketing Manager, Laser 2000 (UK) Ltd
susannen@laser2000.co.uk