

gyro:

JOB SPECIFICATION

CREATIVE COPYWRITER

GYRO/VIRGIN ATLANTIC

CREATIVE COPYWRITER

Reporting to the Creative Director, this creative role within gyro has a number of different functions. On one hand you will be partnering with an accomplished art director to form part of a creative team in our busy department, and, you will also be charged with picking up and owning the tone of voice and stewardship of Virgin Atlantic - our largest and most awarded account.

You will be expected to be client facing, conceptual and a great hands-on copywriter with the ability to write in a friendly upbeat TOV. Virgin Atlantic will be your primary focus and this will be a mixture of email, DM, social and web based concept and long copy work.

As well as Virgin Atlantic; you will be resourced like everyone else in the creative department and will be asked to work across other brands like L'Oreal Paris, HP, & FedEx to name a few.

Finally, we think being ambitious and single minded about the work we do is a given but not at the cost of our people and our culture. So, most importantly you need to be a nice, friendly and inspiring person to work with. Ultimately your personality and craft will win you this role.

For more information about our culture and approach have a look around our website:

<http://www.gyro.com/>

Some of gyro's recent work can also be found here including our Flying Club programme for Virgin Atlantic, here's a deep link:

<http://www.gyro.com/#/what/we-love/virginatlanticwellred/>

SPECIFIC DETAILS ABOUT THE ROLE

- Collaborating with your Art Director partner to create concepts.
- Writing engaging emails and DM, website copy.
- You will be responsible for reading and approving briefs.
- Presenting work to clients.
- Building a strong relationship with the client and the client service team.
- Overseeing and providing feedback to our US office's Virgin Atlantic work.
- Giving feedback to other writers and teams working on your account.
- Checking every piece of Virgin work has the right look, feel and tone before it leaves the building.

PREFERABLE SKILLS AND REQUIREMENTS

- Awards, you will have won some high profile trophies and will desperately want to win more.
- A degree or formally recognised qualification in Advertising or English Literature.
- 3-4 years agency experience.
- Software skills - specifically Microsoft word and PowerPoint.
- Photoshop skills would be a bonus.
- A Journalistic style is preferable.
- Self-motivated, proactive & collaborative is an absolute must.
- Multi-tasking - comfortable with working on more than one brief at a time.

SOME SPECIFICS ABOUT OUR VIRGIN ATLANTIC CREATIVE WORK

- The majority of the work is email based but we need someone that will continue to push the limits of what's possible and bring new ideas everyday.
- Every email header is a mini ad with a distinctive look and tone. These are challenging and the client is constantly pushing for excellence.
- Experience in consumer & business travel and financial services writing would be advantageous as the work we do spans consumer based coms and virgins credit card business.
- The tone of voice is playful - a well crafted email to a friend if you will. So whether it's offering a credit card, business travel or sales fares, it feels like the same friendly voice. All the body copy and particularly the headlines should sound like someone speaking to you.