

Product Copywriter

Salary	Up to £35k per annum, depending on experience.
Role type	Full time permanent role working Monday to Friday. Please note that this is an office-based role.
Location	The Britannia Coin Company, 29 High Street, Royal Wootton Bassett, Swindon, Wiltshire, SN4 7AA.
Reporting to	Director.

About us:

Based in Royal Wootton Bassett in Wiltshire, The Britannia Coin Company are the UK's leading online gold and silver coin buyer. Retailing coins to both investors and collectors worldwide, we sell a broad range of items from modern Royal Mint issues to ancient and hammered coins.

We are part of Gold Traders (UK) Limited, a precious metals dealer, specialising in the purchase of gold as well as other precious metals. We are proud to have been named as the 15th fastest growing business in the South of England on the 2023 Fast Growth 50 index. This achievement underlines Gold Trader's significant impact on the South of England's economy, together with our capacity for growth and innovation.

Other businesses within the Gold Trader's Group includes Old Bank Antiques, and RWB Auctions, incorporating The View Gallery, and Quercus Bistro.

Role purpose:

Due to continued growth, we have an opportunity for a Product Copywriter to join our team and advertise our products. Working as part of a friendly team, the role will entail writing compelling and engaging content for our website and social media platforms. You will also have an opportunity to create blogs and press releases, together with detailed listings for our auction catalogue.

An interest in coins and a willingness to develop specialist knowledge is a key requisite for this role.

Key responsibilities:

The responsibilities will include, but are not limited to the following:

- Creating persuasive and informative SEO optimised product copy for our website and other selling platforms to maximise reach to our target audience.

- Promoting products on social media.
- Maintaining a consistent brand tone by following a style guide across all written materials.
- Extensively researching products using specialist literature to ensure a high degree of accuracy.
- Self-editing and proofreading content to a consistent high standard.
- Managing multiple tasks simultaneously, prioritising tasks to meet deadlines.
- Collaborating with a small team of colleagues in stock management.
- Working with our photographers to ensure imagery is aligned with text.
- Contributing to blogs, press releases and catalogues.

About you:

Our ideal candidate will:

- Have gained previous experience working as a Product Copywriter to hit the ground running.
- Be a talented writer with an excellent command of written English, demonstrated by writing samples, highlighting a range of projects.
- Possess excellent proofreading skills with a keen eye for detail.
- Have a good understanding of SEO writing and familiarity with digital marketing strategies.
- Have experience in completing historical research.
- Be interested in coins, together with willingness to develop specialist knowledge.
- Understand brand voice and can adapt tone and style to reach target audiences.
- Be able to work independently and collaboratively with effective communication and people skills.
- Have strong organisational skills with the ability to manage multiple tasks.

Benefits:

- 25 days holiday plus bank holidays.
- NEST pension scheme.
- Further training and development opportunities.

How to apply:

If you are interested in this role and feel you have the relevant skills, we would like to hear from you. To apply, please send your CV, together with a covering letter and writing samples to Kerry@gold-traders.co.uk

We regret that that we are unable to accept applications without the above supporting information. Early application is encouraged as we will review candidates as and when they apply. We reserve the right to close this vacancy once a suitable applicant is identified.

Please note that this is an office-based role, and we are unable to accept applications from those who wish to work remotely. Appointment is subject to confirmation of the Right to Work in the UK.