



Copywriting Workshop , October 2014

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WE'RE ALL YOURS

- Kate Wilson – Client Partner
- You?
- Your WME team:-
 - Jo Eddy, Caroline Lowe, Robert Peasnell, me!

Agenda

- Introductions and overview
- What should copy achieve
- Press Advertising
- Writing for online
- Here's what were glad we didn't do
- Questions

What should copy
achieve

Man Bldg. D. Barker. 1408 Chap-

MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men
pleasing persons

Why does it work?

- Interesting
- Relevant
- Brief
- Honest

What should copy achieve?

- Alert candidates' attention to a specific vacancy
- 'Sell' a specific role and filter out unsuitable candidates
- Promote the organisation/department's offering and reputation
- Compel the right people to make an application

AND provide a positive impression to the wider audience:

- Current employees
- Potential future employees
- Partner organisations and other stakeholders
- The media

Recruitment communications are valuable publicity and PR tools.

The value of good copy

- Better quality of response/more conversions
- Reduces overall advertising costs
- Succeed in a competitive marketplace, facing skills shortages
- Reduces response to popular roles
- Promotes your profile, reputation and achievements, while protecting your image



OPEN SPACES DEPARTMENT

The City of London Open Spaces Department protects, funds and manages over 10,700 acres of historic and natural open space primarily for public recreation and health for the City of London Corporation which includes the ownership and management of the City of London Cemetery & Crematorium in Manor Park E12. As a Green Flag and Green Heritage site we pride ourselves in maintaining this 200 acre site to an exceptionally high standard.

Information & Security Officer

Starting at £18,380 p.a. and rising to £20,890 p.a.
Inclusive of Outer London Weighting, plus Unsocial Hours
Payments (pro rata for part time role)

Full Time Ref: OS096
Part Time Ref: OS097

We currently have vacancies for Information & Security Officers at the City of London Cemetery & Crematorium. One post is full time, working 35 hours per week on a shift rate system, which will require you to work weekends, up to 7.30pm during summer months, during the festive season and on occasions, Bank Holidays. The other post is part time, working 17 hours per week on a Saturday and Sunday.

You will be carrying out general security and traffic management control as well as acting as a liaison officer for the cemetery. Dealing with the public and ensuring a high level of service to all visitors by responding in a courteous manner.

You should have excellent communication skills and be committed to delivering first class customer service. Essential requirements include: a willingness to work on a shift rate system, a willingness to work on a part time basis, and be qualified to drive a motor vehicle.

Grounds Maintenance (12 month fixed term)

Starting at £18,380 p.a. and rising to £20,890 p.a.
Inclusive of Outer London Weighting, plus Unsocial Hours
Payments (pro rata for part time role)

We currently have a vacancy for a Grounds Maintenance Operative at the City of London Cemetery & Crematorium. The post is full time, working 35 hours per week, Monday to Friday.

You will be required to carry out the maintenance of the cemetery landscape. These tasks will include: mowing, weeding, laying turf, cutting grass, weeding/trimming rose and flower beds and carrying out the cleaning of all public conveniences throughout the site. On occasions you will also be required to assist with the burial of human remains, involving the excavation of graves and the driving of various utility vehicles.

Ideally you will have experience of working in the field of horticulture and of using industrial grade cutting equipment, be able to work without constant supervision as part of a team and be prepared to carry out heavy manual work in all weather conditions.

Candidates must hold a full UK driving licence.

Local Government package of conditions and benefits apply to these appointments.

To apply online, please visit www.cityoflondon.gov.uk/jobs. Alternatively, please contact the Corporate Recruitment Unit on 020 7332 3978 (24hr answerphone) or email: corp@cityoflondon.gov.uk quoting the appropriate reference number. A minicom service for the hearing impaired is available on 020 7332 2179.

Closing date for all posts: 12 noon on 30 November 2011.



The City of London Corporation is committed to Equal Opportunities and welcomes applications from all sections of the community.



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You should have excellent communication skills and be committed to delivering first class customer service. Team work and interpersonal skills are essential requirements for this post, as is an understanding of I.T. and to be able to work flexibly.

Operatives

Ref: OS103

Starting at £18,380 p.a. and rising to £20,890 p.a.
Inclusive of Outer London Weighting, plus Unsocial Hours
Payments (pro rata for part time role)

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Dangers of poor copy

- Reduced visibility
- Reduced marketing effectiveness and can make a job, a department or employer seem unattractive
- Damage your brand and reputation
- Discrimination

Getting Started

- Who
- Why
- What
- How

Style

Talk directly to the reader – make it feel like you are addressing them personally.

Copy should be:

- in-line with your brand
- appropriate for the audience
- appropriate for the context and the media
 - especially online.

Attracting candidates

Key details:

- ✓ job title, location, salary
- ✓ Information about the employer and department/team
- ✓ what the job involves
- ✓ from the person spec
- ✓ rewards and benefits
- ✓ And, crucially, **selling points** -

What will attract them to the job?

Is it for you or not?

- Tangible filters
 - Qualifications
 - band/grade
 - specific experience or achievements
 - membership of a professional body
- Intangible filters
 - personal qualities
 - character traits

The Basics

- Be concise.
- Keep your sentences short.
- Don't use long, complicated words if you can use a simple one.
- Underpin copy with accurate spelling, punctuation and grammar.

Avoid Cliches!...

Examples:

- An opportunity has arisen
- We are seeking/looking for/looking to appoint...
- Exciting opportunity
- Highly motivated
- Fast moving
- Are you...? If so read on.

Opening gambit

- Try not to start all sentences with 'You'll...'.
 - Alternatives:-
 - In this varied and challenging role, you'll...
 - This key role has one clear aim – to...
 - Handling a wide range of administrative duties, you'll...
 - To succeed, you'll need...

Press advertising

Writing press adverts

- Short copy (<50 words).
- Key selling points, points of interest and/or filters.

direct target audience online, where full information is provided

- Reduce costs.

Writing for online



- People read differently:-

tiring on the eye

scan copy more

- Keywords:-

Copy must be structured and written in a specific way to ensure it will be found and read easily by jobseekers searching for a new role online.

- Key information or selling point at the start of copy
- In a Twitter influenced world – the summary is more valuable than ever.
- Grab attention straight away. Plus, on many job boards this information will appear in the job summary or preview.

Tips

- Sub-headings
- Short sentences and paragraphs
- Relevant keywords
- Do not post press versions of copy straight onto websites – especially if creative or typographical execution.
- Do not cut and paste jd and person spec

Here's some we're glad we didn't do...

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For full details on the following vacancies, visit www.wirral.gov.uk. Details can also be downloaded free of charge from Wirral Libraries and One Stop Shops.

Applications returnable by Friday 29 April 2011. Please quote reference number.

• **Independent Reviewing Officer (3 posts)**

£33,661 - £36,313

Quality Assurance/Safeguarding
Children and Young People's Department

Fixed Term for 2 years from start date
Ref No: SON400021

To ensure that the planning and review requirements for children looked after or subject to a child protection plan are of the highest possible quality.

That they accord with the guidance and regulations set out in the Children Act 1989, Working Together 2006 and Independent Reviewing Officers Regulations and Guidance 2004.

Post holder will work as part of a team of 8 Independent Reviewing Officers based in the Department's Quality Assurance, Safeguarding Unit.

Applicants must hold a social work qualification (DipSW, Degree or equivalent) and have at least 3 years' post qualification experience.

Driving licence and car user is desirable as many LAC Reviews are held across Wirral and out of borough.

For an informal discussion please contact Russ Tattersall, Service Manager on 0151-666 4442.

The above post is Subject to an Enhanced Level CRB check.

Application packs for the above post are available from Director of Law, HR and Asset Management, Recruitment Administration Team, Town Hall, Brighton Street, Wallasey, Wirral CH44 8ED (0151 - 606 2040); email jobs@wirral.gov.uk or typetalk number for the hearing impaired only 18001 0151 691 8050.



www.wirral.gov.uk



An Equal
Opportunities and
Workstep Employer



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COMMUNITY  



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WE'RE ALL YOURS

When your team feel the excitement, so will our customers.

Ride/Queue Team Leader

Up to £16,000 + Profit Share

A flight on the London Eye is the experience of a lifetime. Working here should be even more exciting. You'll use your personality and people skills to ensure your team are as motivated as you are – giving customers the ultimate experience from the moment they arrive.

Driving service excellence, co-ordinating your team and maintaining Health & Safety standards, you'll find that every day brings a different challenge. What's more, you'll be one of the select few to undergo intensive training as a Ride Operator and become totally involved in the operation of the London Eye.

To join us, you'll need a year's team leadership in a fast-moving, customer-oriented environment giving you the ability to think on your feet and solve problems creatively. Needless to say, you're calm under pressure, always professional, and very flexible in your approach to hours and responsibilities.

You'll be working five days out of seven on a rota basis (including two weekends out of three, regular evenings and some bank holidays), so you can say goodbye to the boring nine-to-five. And hello to an outdoor working environment, excellent remuneration package (including free admission to all Tussauds Group attractions and discounted British Airways flights) plus prospects that keep growing along with your skills.

If you can share the excitement, please send your CV to Amanda Mobbs, Human Resources Officer, British Airways London Eye, Riverside Building, County Hall, Westminster Bridge Road, London SE1 7PB, or apply online at www.ba-londoneye.com

Closing date: 9th October 2003.

"We believe in equality of opportunity and employ people solely on the basis of their abilities"



Beware of over selling

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Head of Global Logistics & Distribution

An opportunity has arisen for a proven manager looking for the next challenge in their career. This hands-on role involves running a high-profile, worldwide distribution operation. The Head must maximise efficiency to ensure the timely delivery of goods to customers in countries worldwide. It is a hands-on position in which the Head will inspire a hard working team and lead from the front in formulating and implementing effective distribution solutions.

This is a challenging and rewarding position which demands a proven record of delivering a successful international distribution service. Presence and stature are a pre-requisite. You must be a strong project manager with excellent time management and people management skills. A strong commitment to quality, a customer service ethic and a good sense of humour are also essential.



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And in English?

- Wet Leisure Assistant
- Family Protection Consultant
- Space Consultant
- Ambient Replenishment Controllers
- Revenue Protection Officer
- Foot Health Gain Facilitator
- Head of Verbal Communications
- Technical Horticultural Maintenance Officer
- Flueologist
- Dispatch Services Facilitator
- Regional Head of Services, Infrastructure and Procurement
- Knowledge Navigator

And Finally...

- Think of who is reading it
- Sell, sell, sell
- Keep copy simple and concise
- Remove repetition
- Be consistent
- Your turn now!!!

Thank you -
Questions?