Copywriting Workshop , October 2014



- 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







## 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 **<u>right</u>** 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





DEPARTMENT

Ref: 05097

£1,515 to £975

Potential saving of 36%

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#### Information & Security Officer

Starting at £18,300 p.a. and rising to £20,890 p.a. Indusive of Outer London Weighting, plus Unsocial Hours Payments (pro rata for part time role) Full Time Ref. 05096

Full Time Part Time

We currently have examples for Information & Security Officers at the City of London Centrely & Centratolium. Dee pact is full time, working 35 fourties per week on a softh rate system, which will require you to work weekends, up to 7.30pm deing summer meetins, during the frattise search and on occasion. Bark Holdays. The other part is part time, working 17 hours per week on Statutey and Sanday.

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Candidates mast hold a full UK driving licence.

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

To apply online, please visit www.chyoflondon.gov.ak/jots Abstratively, please context the Corparate Recruitment Unit on 620 7332 3978 (24th answerphane) or enail cruftrigoflandon.gov.ok questing the appropriate reference

number. A minicom service for the hearing impaired is available av 625 7332 3179.

Cosing date for all points: 12 noon on 30 November 2011.





#### OPEN SPACES DEPARTMENT

#### 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

You should have excellent communication skills and be committed to delivering first class customer service. Team work and interpersonal.

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Ref: OS103

Ref: OS097

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yoflondon.gov.uk/jobs porate Recruitment Unit he) or email: e appropriate reference earing impaired is available

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







## Dangers of poor copy

- Reduced visability
- 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





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

 $\checkmark$  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

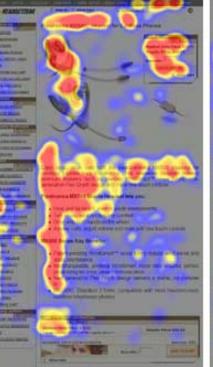
• Reduce costs.

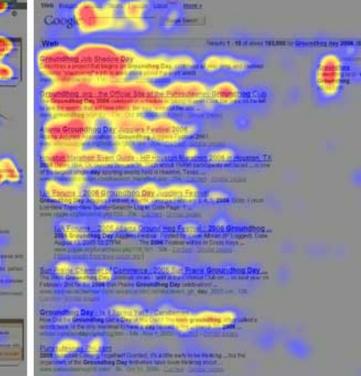


# Writing for online











- 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...



### **從WIRRAL**

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) Quality Assurance/Safeguarding Children and Young People's Department

£33,661 - £36,313

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

An Equal

**Opportunities** and

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

MINDFUL MPLOYER



COMMINITY 250 John



## 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.

BRITISH AIRWAYS

ondon eve

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



#### 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 prerequisite. 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.



## 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!!!



# Thankyou Questions?

