

Brand Copywriter

College/Division Division of Future Students

School/Section Office of Marketing

Location Hobart or Launceston

Classification HEO 6

Reporting line Reports to Head of Brand

Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and culture future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

The Future Students team is responsible for the initial stages of the student lifecycle and includes portfolios such as marketing, engagement, applications, recruitment, partnerships, and enrolment. Future Students, which includes the Office of Marketing, is a key service provider ensuring the University delivers a sustainable pipeline of student numbers across the three major sectors and delivers outcomes that facilitate our student's future success.

We are seeking to appoint a **Brand Copywriter** to the Brand Team within the Office of Marketing. We're looking for a conceptual thinker who can translate ideas through words in an inspiring way to connect with our audiences. From single headlines to long form articles, you'll be responsible for brainstorming ideas, creating concepts, and developing messaging to elevate our campaigns and marketing materials across all channels. We work in a fast-paced team with quick turnarounds required, so flexibility is critical for success in this position. We are looking for someone with excellent writing skills who can adapt to our brand tone-of-voice and style guide. You'll need to thrive working in a collaborative environment and take part in meetings with stakeholders at all levels to discuss briefs, work-in-progress, and present final outputs. With a friendly and professional outlook, you'll also provide guidance and editing support to other University content contributors.

The Brand team is responsible for the management, stewardship, governance, and development of the University's brand. Reporting into the Brand Manager, you will be an integral part of the team and work alongside our Graphic Designers, Content Writer, Brand Content Coordinator, Brand Producer, and Project Managers.

We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.



You'll be responsible for

- Providing copywriting support in a fast-paced, collaborative environment with a high-volume workload often requiring short turnaround times.
- Interpret creative briefs to create original concepts and copy and to providing editing support for a range of campaigns and marketing materials.
- Continually raising the bar on creativity from concept development to the final delivery of copy which connects with target audiences and drives action.
- Staying updated with (and contributing to) brand tone-of-voice and style guidelines to comfortably vary voice, style, and other characteristics demanded by channel and target audience.
- Participating in creative briefings and brainstorming sessions, work-in-progress meetings and presenting copy concepts and final deliverables to the Brand Team and stakeholders as needed.
- Taking on feedback in a friendly, professional way and revising copy based on internal and stakeholder feedback/direction within agreed timeframes.
- Undertaking research to understand requirements and target audiences, through online searches, reviews of existing research, interviews and in-person meetings.
- Educating and supporting University staff in understanding and delivering accurate tone in marketing through writing workshops, sharing available tools and resources, and tailored advice.

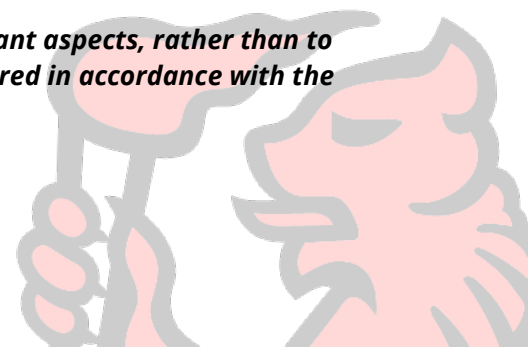
We're looking for someone

- With a minimum three years' experience as a copywriter in a full-service advertising or creative agency, or in a similar role with a corporate brand marketing team.
- Who has completed a bachelor's degree majoring in advertising, marketing, creative writing or a related discipline (completion of Award School or similar is highly desirable).
- Who can present a portfolio of exceptional copywriting work which demonstrates creative thinking and an ability to translate overarching ideas into copy that drives outcomes.
- Excellent writing skills with proven experience in producing everything from micro-copy to long-form content nuanced to audiences across a wide range of marketing channels.
- With experience in taking briefs, developing concepts, collaborating with a creative team and presenting ideas to multiple stakeholders at all organisational levels.
- With an ability to scope a project and set realistic timeframes from initial briefing through to completion in a high pressure, deadline driven environment.
- Who can demonstrate an understanding of brand personality, tone-of-voice and style guide and can provide support and advice to a range of content contributors.

Other requirements

- You may be required to travel occasionally between campuses—Hobart, Launceston, the Cradle Coast and Sydney—to fulfil your role.

The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.



The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

Find out more:

<https://www.utas.edu.au/jobs>

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