Job profile

STORY TELLER & COPYWRITER
About us

Our vision is for a world that works better for everyone.

We are an international development group, putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

Our aims

• Farming that works: making agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living

• Energy that transforms: helping more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.

• Cities fit for people: making cities in poorer countries cleaner, healthier places to live and work.

• Resilience that protects: building disaster resilience into the lives of people threatened by hazards, reducing their risks and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

• Analyse the root causes of a poverty and vulnerability
• Define the change at scale we need to make
• Develop activities along three complementary paths: Demonstrate, Learn and Inspire.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach
  - Inspire wider support to multiply our impact.

OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary change-making organisation

• A highly innovative community development charity operating in Africa, Asia and Latin America. Practical Action community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

• A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own

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development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
Practical Action

ABOUT THE ROLE

Our Vision
Practical Action’s vision is of a world that works better for everyone.

About the Role
Last year we launched a new brand narrative and website to bring our story to life. This year we are building on that solid foundation. Aligning our marketing and fundraising objectives; developing new ways of working across teams; and taking a digital first approach to storytelling and fundraising, to new and existing audiences.

And we’re building our in-house creative expertise to support this. We’re looking for an exceptional storyteller and copywriter - with innate curiosity, an eye for a great story and a love of language - to join our Brand team. Sitting within the broader Marketing & Communications department, the Brand team acts as custodian of our story and visual identity. And increasingly as go-to experts for creative input – sourcing compelling stories to fuel the narrative, fulfilling creative briefs, producing a regular supply of great audience relevant content for use on digital platforms, producing digital and printed corporate communications materials, as well as offering creative advice and training to other departments.

Through this role we want to:

- Build our in-house creative team – both skills and capacity
- Drive our digital first storytelling, exploring new ways and trends to create a richer, online experience
- Deliver on more creative briefs in-house - as creative lead, rather than service provider
- Demonstrate the power of storytelling and beautifully crafted copy to solve communication problems and inspire people to take action
- Embed excellence into our storytelling and copywriting
- Make it easier for non-experts to use our verbal identity
- Achieve more consistency in how our verbal identity is used.

Scope
Title
Storyteller and Copywriter

Directorate
Marketing, Communications and Fundraising

Reporting to
Brand Manager

Direct reports
None

Relationships
Other copywriters and designers across UK and international offices
Special focus on other departments within the Marketing, Communications and Fundraising Department, as well as supporting the Global Internal Comms Lead.

Financial scope
No direct budget authority

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**Location** Rugby, Warwickshire
**Duration** Permanent
**Grade** C - £29,265 – £31,541
**Travel** On occasion: typically overseas trips are around 2 weeks

## Accountabilities

### Brand Stories
- Research and write great stories, working in collaboration with other colleagues/teams to support print and digital marketing and fundraising campaigns and activities
- Work in partnership with designers and other creative colleagues to take internal briefs, advise on the best strategies to deliver results, and develop creative concepts.
- Develop and write stories to support corporate communication messaging and channels
- Develop and write stories to support internal communication messaging and channels
- Continually look for new ideas and innovation to share around storytelling and copywriting, and keep up to date with current trends

### Brand Narrative
- Champion creativity and promote our organisational narrative and identity
- Support the editorial process to fuel our story - researching and hunting out stories from around the organisation, developing new stories to help bring our work to life, and sharing these with other colleagues
- Support with content collection on international trips, as required, to gather compelling stories of change
- Storyboard videos, infographics and other materials to help tell our story

### Brand Standards
- Offer advice to colleagues around the world, ensuring best practice and influencing how our brand is expressed - working closely with other teams and key stakeholders
- Develop and share story and writing examples to support non creative colleagues in implementing our verbal identity consistently and accurately
- Respond to internal and external ad-hoc requests for brand assets and information
- Support in developing and delivering brand training to colleagues around the world
- Help develop creative briefing processes, and roll these out internally
- Work with social media and other digital colleagues to ensure copy specs are correct, applicable and suitable for different audiences
- Work closely with other creative colleagues to upskill them in the use storytelling techniques and persuasive language
- Meet deadlines, working to both time and budget

### Brand Team
- Some evening and weekend work may be required on an ad hoc basis, including attending events as a Practical Action representative
• Deputise for the Brand Manager
• Any other activities assigned by the Brand Manager

Working relationships

The post-holder will report directly to the Brand Manager. There will also be close collaboration with the other copywriters and designers across UK and international offices. Special focus will be needed on other departments within the Marketing, Communications and Fundraising Department, as well as supporting the Global Internal Comms Leads.

Person Profile

• Creative copywriting flair and an instinct for a good story
• A track record in researching, developing and commissioning engaging stories
• Excellent all round writing and editing skills, with the ability to flex messaging and tone to suit different audiences
• Solid experience in digital content writing and editing, including for web, email, video scripts, infographics, animated gifs, and animation
• Ability to interpret a creative brief, generate innovative ideas, and clearly pitch and communicate them
• Working in partnership with designers or strategists to solve creative problems
• Ability to effectively manage a busy and varied workload, and meet deadlines
• Adaptability and flexibility in working across different stakeholders to understand their content and story needs
• Attention to detail
• Any relevant higher level qualification
• 3 plus years’ relevant experience, preferably from an agency background

This document sets out the key responsibilities of the role, but is not an exhaustive list of tasks and duties. We’re on a journey to improve our marketing and fundraising, and build our profile. And the needs of the role may flex within reason as we continue this journey.
KEY BENEFITS
Inspiring people is central to Practical Action’s mission and this starts with our own staff.

Hours
Flexible working hours and opportunities for some remote working.

Annual Leave
Annual holiday entitlement is 26 days in addition to public holidays. Practical Action also operates a personal leave policy, where employees may request up to 1 week unpaid leave in a calendar year.

Family Friendly Policies
Practical Action offer enhanced family friendly policies over and above the statutory requirements. This includes enhanced maternity and adoption, paternity and shared parental leave pay.

Pension scheme
Practical Action operates a unit-linked Stakeholder pension from AEGON. New employees join the scheme from day one of employment. The employer contributes 10.5% of salary and the employee contributes 5%.

Bike to Work scheme
Practical Action participates in the Bike to Work scheme. This is a government sponsored initiative designed to encourage bicycle usage as part of their Green Transport Plan. The scheme offers employees a tax advantage that means the cost of buying a bicycle is reduced by 30 to 45%