



SENIOR COPYWRITER

ABOUT PAWS HOLDINGS

Paws Holdings is a privately owned international pet food and pet supplies online retailer based in Clerkenwell, London. Currently a £50M revenue business, we are now embarking on an ambitious transformation programme to become Europe's Leading Dog and Cat Wellbeing Business and will grow the business to over £100M in the next five years. The business is under new leadership and we are looking for a number of talented individuals to join us and rapidly scale our future.

Paws Holdings currently trades under four different brand fascia (Fetch, Pet-Supermarket, MedicAnimal and PetMeds) and in five countries UK, Fr, De, NL, AT. The UK business represents c.50% of the company's revenue. Over the coming year we will launch a new exciting brand experience and will then consolidate our existing brands into that one brand.

Paws Holdings presents a great opportunity for people who are excited by the challenge of building and scaling a new business proposition. We are a relatively small, but growing team (currently 45) and everyone has the opportunity to significantly influence the direction and growth of the business. No matter what your role in the organisation, you are expected to look for opportunities to improve the business and to drive this business change.

ABOUT THE ROLE

We're a talented, dynamic team, passionate about changing the face of pet healthcare in Europe, our people are at the heart of our success and that's where you come in....

We're looking for an ambitious and talented Senior Copywriter to join our Marketing team helping us define and streamline our content strategy and above all, make our tone of voice and customer communication unique.

The role is a full-time fixed-term Maternity cover role for approximately 12-14 months.

KEY ACCOUNTABILITIES

- Owning copy from ideation through to implementation, editing, approvals and translation across deliverables such as CRM, branding, blogs, homepage, product and social
- Researching and writing about topics across pet care and the pet industry
- Maintaining our blog by keeping older content up to date and regularly uploading new content.
- Working closely with our designers to put great copy at the heart of our design process
- Collaborating with our team to create a framework and process for continuously improving and testing new content for our email campaigns as well as on-site
- Being responsible for developing and championing our brand voice throughout the business and maintaining our brand guidelines
- Engaging and managing the relationship with our translation agency to audit and improve our user interface copy across all our international markets

PREVIOUS EXPERIENCE

- Experienced in working with marketing and product teams to create outstanding and engaging content across a variety of platforms and material
- A considerable track record in creating unique, likeable and friendly copy for user interfaces on web and mobile
- Experience with the creative brand process and search for the challenge of broader brand ownership
- Proven track record in a fast-paced and international working environment
- A good understanding of the need for flexibility in this role
- At least 3 years' experience in a similar role



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SKILLS & TRAITS REQUIRED

- Full of ideas and initiative with a high attention to detail
- Excellent writing skills, spelling and grammar
- Competency in writing clear and compelling long/short copy
- Friendly, confident, open-minded, comfortable in a diverse atmosphere
- You're great at helping your colleagues understand the importance and value of great copy
- You are a strong advocate of putting customer needs first, understand how content can make or break a product, and you're comfortable in building processes and frameworks to support the creation of great content

KEY ATTRIBUTES FOR SUCCESS AT PAWS HOLDINGS

- Can do attitude, roll up your sleeves and get things done
- Inquisitive by nature, enjoy learning and developing
- Listen to others and challenge others respectfully
- Fact based, data driven approach
- Enjoy working in a fast-paced environment
- Humility, admit and learn from mistakes
- Enjoy working as part of a team
- Upbeat & positive – see challenges as opportunities
- Passion for pets

The right candidate will receive a competitive salary and benefits package as well as the opportunity to join a successful ecommerce company during an exciting stage of growth.