

Job title: Brand and Content Writer

Line manager: Head of Marketing

Grade (if applicable): 2

Direct reports: n/a



Role purpose:

We're looking for a creative, people-focused brand communications expert to lead our copywriting and digital content creation. This includes planning, developing and delivering a content strategy across our websites, ensuring we connect and build trust with our key audiences.

You'll be a champion of our tone of voice - bringing it to life across our websites. You'll create brilliant, plain English content and help others do the same, coaching teams to write with clarity and confidence. You'll lead in maintaining editorial standards of consistency.

As our go-to expert for all things copy, you'll be instrumental in rolling out our refreshed Peabody tone of voice. Creative and curious, you'll always be looking at ways to improve our audience experience, refining content and the way it's served on our website, to drive engagement and reflect and meet the needs of residents and customers.

Key results:

- Own and deliver website content strategy and re-writes ensuring project goals and timelines are achieved.
- Rewrite and improve core website content to make it clearer, simpler and easier to navigate.
- Work with business stakeholders and residents, and using analytics and insights, develop content for our resident and corporate websites which serves our audience needs and which aligns with our strategic plan and priorities.
- Work with teams across Communications and Corporate Affairs to plan and create clear, joined-up content which gives a consistent experience across all our digital channels and supports key campaigns and priorities.
- Write and edit high-impact copy across a range of channels: web, email, campaigns, product, social, video and more. Support the team drafting content for resident magazine, newsletter and other materials.
- Lead the rollout and embedding of our tone of voice across digital, print and other channels, with a focus on resident-facing content.
- Create practical tone of voice resources like toolkits, templates and writing guides for colleagues at all levels.
- Work with teams to upskill, mentor and build confidence in the use of our tone of voice. Coach and support teams to improve their writing and understand how to tailor tone for different formats and audiences.
- Collaborate closely with Communications and Corporate Affairs team to ensure our tone is consistently applied across resident, colleague and stakeholder experiences.
- Champion our brand voice internally - be an advocate, a guardian and a creative force behind how we sound, supporting teams and gently challenging when we drift off course.

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- Stay ahead of trends in storytelling and digital content to keep our tone fresh, relevant and engaging.

Success metrics:

- Improved website performance, including reduced bounce rates and increased engagement on rewritten pages
- Resident feedback and user testing show increased clarity, understanding and trust in our digital and print communications.
- Consistent tone of voice across channels, demonstrated through regular content audits and colleague feedback.
- High adoption of tone of voice resources, with strong internal uptake of toolkits, templates and writing guides.
- Increased confidence and capability across teams, measured by workshop participation, survey feedback and improvements in everyday communications.

About you:

You're a creative, strategic communicator with a love for language and a gift for making the complex feel clear. You instinctively write in a human, accessible way and you're energised about helping others do the same.

You've led tone of voice work before, rolling it out across teams and channels with purpose and flair. You're confident coaching colleagues, building their skills and gently guiding them when things go off track.

You're driven by content design principles, creating user-led content to put the audience first. You enjoy working across teams and spotting opportunities to improve how we connect with people and bring energy, empathy and expertise to everything you do.

You'll be:

- A highly skilled copywriter with a strong portfolio of clear, human and engaging content.
- Skilled in creating user-led content across web, print and video.
- A trusted brand guardian, someone who empowers others while keeping quality and consistency at the heart of what we do.
- A confident relationship-builder with internal and external stakeholders.
- A thoughtful communicator, adaptable in tone and format.
- A strategic thinker who can balance big-picture brand storytelling with tactical content needs.
- Collaborative and approachable, you can work with a wide range of teams and make people feel supported.

You'll have

- Proven experience in a senior copywriting or content role, preferably in a brand-driven environment.
- A deep understanding of tone of voice principles and experience rolling out tone of voice across an organisation.
- Outstanding writing and editing skills, with a sharp eye for detail and a flexible, audience-first approach.
- Strong facilitation and coaching skills and are confident running workshops and guiding others.
- A collaborative mindset and ability to work cross-functionally with creative and comms teams and wider business areas.
- Love of language, creativity and the power of great communication.

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- Empathy, adaptability and excellent communication skills, you know how to support teams without jargon or judgement.