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**7**

**Team Size:**

**None**

**Direct Reports:**

**Reporting To:**

**Associate Editor, MSE**

**Location:**

**Role Title:**

**Copywriter (Energy and Credit Clubs)**

**London**

**Why join the *Editorial and Clubs* team?**

MoneySavingExpert.com is the UK’s biggest consumer website. It provides millions of users with free, independent, editorially led information about all things money. The goal for everyone at MSE is simple – we’re dedicated to cutting consumer bills and fighting hard for financial justice for everyone. We get about 15 million MoneySavers to our website every month. Our weekly email is full of exclusive deals, tricks and MoneySaving guides, all aimed at helping people make the most of their cash. The MSE Forum is a lively and supportive community, with more than 1.5 million users taking part in three million discussions, ranging from making the most of your credit card to good old-fashioned thrifty budgeting. In addition, our Cheap Energy Club takes the hard work out of switching energy and saving on energy bills while the newly launched Credit Club is a great way of managing an array of financial decisions.

But what really makes MSE stand out from the crowd is the [Editorial Code](http://www.moneysavingexpert.com/site/editorial-code), which lies at the heart of everything we do. Regardless of role, at MSE it’s everybody’s job to champion the consumer – and that makes us a truly unique, exciting and rewarding place to work. If you’re inspired by what we do or see yourself as a passionate consumer champion, and have the grit and enthusiasm along with the skills we seek, a career at MSE might just be the right career step you’re looking for.

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**Why this role?**

Our Credit and Energy Clubs are two of the most exciting and innovative ways to engage people in the crucial financial decisions they need to make, whether that’s around getting the best energy deal or knowing their credit score.

Our Cheap Energy Club is the biggest in the UK with 2.8 million members, many of whom switch energy provider through it. Our Credit Club has 500,000 members who get their Experian Credit Report and Score, for free, together with an Affordability Score and Hit Rate on products such as loans and cards. We want to continue to grow both rapidly and drive greater engagement for our members.

To do this we’re looking for a Copywriter to take charge of our email content. You’ll work with the team for both Clubs to deliver bespoke content to segmented users. You’ll be someone with excellent writing skills, a self-starter brimming with ideas, yet also able to work as part of a team. You’ll want to explain difficult concepts succinctly and in a compelling way to ensure users take action that best suits them.

You’ll be fully versed in the MSE Editorial Code, to ensure everything we communicate has the user’s best interests at its heart.

You’ll want to come up with new ideas to deliver content that excites and re-engages Club members on a regular basis. You’ll also need to be able to work with technical and editorial teams across a number of sites in the UK.

This is a great opportunity for someone who wants to be part of one of the key areas within MoneySavingExpert.com.

**What will you be doing?**

Key responsibilities:

* Composing emails and working with teams for Energy and Credit Clubs.
* Ensuring ongoing accuracy of all emails and alignment with Editorial Code with support from editorial team.
* Liaising with wider email team to deliver content by segment and time triggers.
* Working with data analysts to ensure latest data is used to drive ideas and actions.
* Generating ideas for new content and segmentation.
* Supporting other colleagues with content creation for Clubs.
* Working on key messages with other stakeholders throughout MSE.
* Briefing MSE senior team on a regular basis.

 **What do you need to excel in this role?­­**

**Essential:**

* Excellent writing skills, with an eye for detail and accuracy.
* Good knowledge of user engagement.
* Self-starter, with proactive attitude.
* Experience of the credit and energy markets.
* Ability to hit tight deadlines, and prioritise work accordingly.
* Ability to work well within a team environment.
* Ability to work with senior stakeholders.

**Nice to have:**

* Journalistic background.
* Understanding of product development cycle.
* Eye for developing opportunities within industry area.
* Knowledge of online social media and email, plus understanding of multimedia content creation.