 

**The DMA Group**

We represent the UK’s thriving data and marketing industry, championing the causes of the brightest agencies, bravest brands and most exciting tech and marketing innovators at work today.

The DMA Group is a social enterprise that comprises the DMA, the IDM, DMA Talent, and a consumer protection division.

**Role profile**

We seek a versatile midweight writer with a creative heart to join as our Writing manager.

**The team**

The successful candidate will join our in-house creative team.

We produce ideas and concepts for the DMA brand and associated campaign work. We devise, develop and produce engaging work from inbox-busting emails to show-stopping direct mail pieces, from arresting print ads to colourful video content.

And our work – your work - sits front and centre of the sharpest creative minds in the business, day in and day out.

**Your profile**

You will have the chops to wow and move one of the toughest audiences you’ll ever encounter – fellow marketing creatives. Your work will need to speak to a CEO one minute and a junior creative team the next.

Bring the know-how and confidence to work under your own steam, and contribute your ideas to a passionate creative team and meet frequent deadlines.

You’ll be comfortable leading the writing outputs across the DMA brand and our four key campaign areas; acting as the guardian for brand tone of voice; prove a stout defender of writing standards across our outputs.

And you’ll juggle all this alongside responsibility of a direct report, managing and working closely with a junior writer.

Key knowledge areas and skills:

Day in, day out, you’ll craft electrifying copy that sells events, products and services to people who eat, drink and breathe marketing.

Here’s what we want from you

* 4+ years industry experience
* Experience in producing creative and conceptual work, from one-off pieces to campaign thinking
* Experience writing copy across diverse formats: article copy, email copy, social media
* Experience writing long and short copy, and in report writing and editing
* Experience working with a CMS is HTMLpreferable but not essential
* Experience managing other team members is preferable
* Some experience in writing for PPC is a bonus

**DMA Group vision**

The DMA Group helps businesses in Britain and the world navigate the societal and economic transformation that has been sparked by the fourth industrial revolution.

As AI, machine learning, digital transformation and the power of data impact every aspect of life, the DMA Group will provide a roadmap for companies, governments and people that balances the rules and responsibilities of civil society with rapid innovation and economic growth.

Putting the customer first will be our guiding principle

**Our values**

* Genuine: we are transparent and honest in all that we do
* Innovative: we champion the bold and the brave, the forward-thinkers and the future-makers
* Inspiring: we are vibrant, energetic, and creative
* Helpful: we work as a team, sharing goals and supporting all our stakeholders

We have eight core ambitions:

* Establish ethical frameworks that will help society reap the benefits of technology transformation while mitigating the risks to established social norms
* Ensure the legislative framework finds the right balance between privacy and innovation
* Inspire companies to put their customers first as they create new products and experiences and provide a comprehensive set of solutions
* Articulate a vision for the future shape of marketing, including the relationship between brands, agencies, marketing suppliers and technology innovators
* Establish marketing as a professionally qualified industry with the skills and competencies required to make difficult decisions in an increasingly complex landscape
* Ensure the education system teaches the skills and competencies that will be required by future marketers from an early age, and inspire those future marketers to choose careers in our industry
* Ensure professionals in work continually transform their skills to meet the needs of a rapidly changing economy
* Export British expertise and standards in data and marketing to an international audience