

# Copywriter

## Communications

### UK, home-based, with occasional travel

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#### About the role

As a Copywriter at Idox, you will play a pivotal role in shaping our communication strategies and ensuring consistency and quality across all our content channels. Reporting directly to the Head of Communications, you'll be immersed in a dynamic environment, collaborating across various business units, including product marketing, investor relations, internal communications, and external communications.

Operating within a matrix structure, you'll support content strategies by crafting compelling, relevant and high-quality content through various mediums. Your role will be integral in establishing and maintaining Idox's voice, harmonising messaging, and optimising content for SEO purposes with the aim of increasing brand awareness, customer acquisition, retention and engagement.

Idox's software supports customers in government and commercial enterprises, in the UK and worldwide, so you'll be working on campaigns across multiple sectors, technologies and audiences.

#### Key responsibilities:

- Collaborate with internal stakeholders to understand business objectives and translate them into engaging content across multiple platforms.
- Create and maintain content calendars to ensure timely delivery of messaging aligned with company goals and initiatives.
- Write and edit content for various purposes including press releases, blog posts, case studies, social media updates, newsletters, and internal communications.
- Support business units in developing content strategies that align with their objectives and target audiences.
- Oversee the quality and tone of all content produced, ensuring consistency and adherence to brand guidelines.
- Conduct keyword research and integrate SEO best practices into content creation to improve visibility and reach.
- Monitor industry trends and competitor activities to identify opportunities for content development and thought leadership.
- Collaborate with design and marketing teams to create visually appealing and impactful content assets.
- Measure and analyse the performance of content initiatives, providing insights and recommendations for optimisation.

## To be successful, you should bring:

- Proven experience as a copywriter or content creator, preferably in a technology or software environment.
  - Exceptional writing and editing skills with a keen eye for detail and accuracy.
  - Ability to craft compelling narratives that resonate with diverse audiences and drive engagement.
  - Proficiency in SEO principles and experience in optimising content for search engines.
  - Strong project management skills with the ability to prioritise tasks and meet deadlines in a fast-paced environment.
  - Excellent communication and collaboration skills, with the ability to work effectively in cross-functional teams.
  - A creative mindset coupled with analytical thinking to develop innovative content strategies.
  - Familiarity with industry tools and platforms for content management, analytics, and social media management.
  - A positive and proactive attitude with a willingness to take on new challenges and work with internal stakeholders effectively.
  - Bachelor's degree or professional qualification in English, Communications, Marketing, or a related field.
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## About Idox

Our specialist software solutions power the performance of government and industry, driving productivity and a better experience for everyone. Built around the user and designed in collaboration with experts who have worked through every detail of every process from end-to-end, our hard-working process engines deliver exceptional functionality and embed workflows that drive efficiency and best practice with a long-term focus for regulated environments.

Through the automation of tasks, the simplification of complex operations, finding scalability as operations evolve, and more effective management of information, we help our customers harness the power of Digital, so they can do more.

We employ around 600 staff in the UK and worldwide, including Europe, North America and Asia, so some travel to meet colleagues may be required.

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## Our Values



**Dynamism**  
We shape our future



**Responsibility**  
We are accountable for our actions



**Integrity**  
We do the right thing



**Valued**  
We value each other



**Excellence**  
We set the benchmark for quality

**DRIVE**

The core values taking us forward

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## Our Culture

We are ambitious in working together to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity. Idox is a company where we can all be ourselves and succeed on merit, where we respect all our employees, customers and communities in which we live, work and are a part of.

We recruit and reward employees based on capability and performance – regardless of race, gender, sexual orientation, gender identity or expression, lifestyle, age, educational background, national origin, religion or physical ability. Each office location worldwide, is free to respond to local needs to create a culturally sensitive workplace for everyone. In doing so, we want every employee to feel our commitment to showing respect for all and encouraging open collaboration and communication.

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## Our Benefits



### Flex to Fit

We recognise that for individuals, the opportunity to work flexibly can enable them to achieve a better work-life balance along with a greater sense of responsibility, ownership and control of their working life. During the pandemic, all our employees successfully transitioned to remote working and we are open to conversations on work patterns to suit our employees needs such as change to working times; part time working; term time working; 9-day fortnight. We are proud to be a flexible employer enabling effective hybrid working for our employees.



### Family Friendly

We understand how important family is to our employee and provide support through difficult times such as bereavement as well as offering excellent pay and leave benefits for parents and carers welcoming a child.



### Health & Wellbeing

Our Workplace Wellbeing team provide support and resources on mental health and lifestyle. We also provide 24/7 confidential help via our employee assistance programme.



### Be Heard

You will have the chance to impact change within Idox by having your voice heard via our CEO live broadcasts; making suggestions to Idox Voice forum or sharing your ideas in our company newsletter, Inside Idox.



### Community

You will have the opportunity to participate in community and social activities, as well as group wide fundraising ventures. We prioritise sustainability and ethical impact on our communities and we pledge to allow our employees to carry out volunteer work.



### Your Development

Our mentor scheme will help you to achieve personal and professional growth through learning from experienced colleagues and you will also have access to online and face to face learning modules including our Leadership Development Programme.



### Financial Security

We offer full company sick pay plus income protection for long term illness and our life assurance cover is provided up to four times annual salary. Our Pension Scheme operates on a Salary Exchange Contribution Basis so you will receive relief from NI contributions.

You are also invited to join our Idox Xtra Share Scheme where every share bought will receive an extra one free from the company.

## How to apply

Please submit a CV, and a short cover letter (*maximum 500 words - including salary expectation, and current remuneration*) explaining why you feel you would be suited to this role to **join.us@idoxgroup.com**

Please note successful applicants will need to satisfy the BPSS guidelines (Baseline Personnel Security Standards) which consist of the receipt of satisfactory references covering the last 3 years of employment; an identity check; verification of eligibility to work in the UK; and a Basic Disclosure Check. This is in order to help us make safer recruitment decisions.

## Privacy notice

As part of the recruitment process, we will collect data about you in a variety of ways including the information you would normally include in a CV or a job application cover letter, or notes made by our recruiting officers during a recruitment interview.

Please read our Recruitment Data Privacy Policy here: <https://www.idoxgroup.com/policies>