

# Copy & Content Manager

**Employer:** East West Railway Company

**Location:** Milton Keynes

**Basis:** Interim (12 months)

**Role Summary:** It's a busy time at EWR Co, and we have a lot to talk about. And every single word of it matters. From leaflets and job ads (like this one), to policy documents, consultation reports and everything in between.

It's really important that we do this in a consistent, engaging way which can help us reach audiences across the route of EWR.

We have quite a new and somewhat unrefined tone of voice, and we are looking for an experienced Copy and Content Manager who can not only help us grow and refine it, but also be a torchbearer for great writing by proving the difference it makes, and helping the wider EWR Co team learn how to use it. As we lead up to our set piece announcements and consultations, this will also involve managing copy coming in from teams across the business, working with external support to perfect the copy and with designers to present the copy in the most compelling way.

This is a critical role with scope for the right person to make a real difference in the lives of thousands of people between Oxford and Cambridge.

**Team dimensions:** Reporting directly to the Senior Communications Manager in the External Affairs team, with a dotted line to the Head of External Affairs

**A little bit about us:**

East West Rail is a new direct connection, linking communities between Oxford and Cambridge, including Bicester, Milton Keynes and Bedford by rail.

Oxford, Cambridge and the communities in between are renowned for their vibrant economy, educational excellence and scientific innovation. They deliver growth and prosperity both locally and for the whole country; connecting these two cities and the communities in between is crucial to the social and economic future of the region.

East West Railway Company was set up to accelerate the delivery of the East West Rail infrastructure and passenger services, bringing faster journey times and easing pressure on local roads.

We were set up by the Secretary of State for Transport in 2017 to do things differently. We aim to innovate, positively disrupt, and challenge the status-quo, leading to quicker and more cost-effective project delivery, and an improved experience for passengers and the communities we serve.

As we build our team, we're looking for people with the right skills and mindset so that we can innovate, positively disrupt and set new industry standards. Whether you've been working on some of the world's most exciting rail and infrastructure projects or can inspire us with your ideas and expertise from other sectors, we want to hear from you.

## **Responsibilities and Accountabilities**

- Tone of voice: Building out our tone of voice guidelines and looking for opportunities to improve our existing drafting
- Creating regular materials: Developing a content strategy which creates compelling communications to a regular drumbeat
- Delivering materials for our set-piece activity: preparing and managing expansive sets of documents for very large set-piece activity such as consultations and media announcements
- You will be accountable for timely and quality delivery of your work and will need to manage up into the business – with support from the wider team – to ensure you get the inputs you need to remain on schedule
- You will need to work closely with teams across the business, helping us to translate technical and complex information into compelling copy at pace
- You will also support your colleagues in the External Affairs team as they look to improve and enhance their work with stakeholders, media and the public

## **Role Dimensions**

Reporting directly to the Senior Communications Manager in the External Affairs team, with a dotted line to the Head of External Affairs

Given the early stage of the project, it is likely that the nature of the role may evolve as the project progresses. It is also possible that other ad-hoc activities and duties may be required.

## **Experience and skills**

- You'll be an experienced copy writer with an eye for technical detail, with familiarity of a range of channels and deliverables
- You will have an eye for accuracy and consistency, with proof-reading skills
- You will have a proven track record in managing a content strategy, delivering to a tight schedule
- Given the nature of our business and our work, experience working on large-scale infrastructure projects is highly desirable
- You're allergic to jargon and over-complicated language
- You like bouncing around between tasks on a daily basis and can prioritise your work in response to competing demands
- You're equally comfortable questioning a brief and persuading people why your approach is the right one.
- Excellent verbal communication skills
- You must be able to foster positive relationships with colleagues across the organisation.
- Able to work unsupervised, and to use initiative
- To be discreet and able to maintain confidentiality

## Join the team!

Please send your resume and a covering letter explaining why you are interested in the role and meet the above experience requirements to: [recruitment@eastwestrail.co.uk](mailto:recruitment@eastwestrail.co.uk)