

SENIOR CREATIVE COPYWRITER

Duration:	Permanent
Salary:	Circa £58,000 per annum
Job Level:	Level 3
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves indirect work with children
Team:	Creative team, Communications directorate
Reports to:	Head of Creative
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Creative Team sits within the Public Engagement and Partnerships Directorate, which has an ambitious strategy to maximise the amount of income, influence, and impact we deliver for children. The Creative Team's mission is to lead the development and execution of innovative, high-quality content across creative strategy, copy, design, video, and photography, significantly enhancing the UNICEF brand's presence and impact within the UK.

ABOUT THE ROLE

The Senior Creative Copywriter defines, develops, evolves, and champions UNICEF UK's voice and narrative, combining excellent copywriting skills with creative leadership to deliver insight-led, multi-channel campaigns that resonate with diverse audiences.

Partnering across the organisation, you will oversee end-to-end content production ensuring efficient workflows and high-quality outputs. As a brand guardian, you will maintain cohesive messaging across platforms while evolving it in line with market trends and UNICEF UK's inclusive storytelling guidelines. You will provide inspirational leadership to colleagues, champion a culture of innovation and continuous improvement, and oversee relationships with external partners to deliver high-impact, strategic creative.

What we will expect you to achieve

- Define, lead and champion brand voice. Establish and evolve UNICEF UK's tone of voice and narrative. Craft compelling stories, shape messaging strategy, and ensure all content reflects our purpose, voice, and brand identity.
- Align creative with organisational goals. Ensure all communications support UNICEF UK's organisational goals, delivering measurable results through strategic messaging.

- Lead creative production. Oversee end-to-end creative delivery - from briefing through concept, copy, design, and production - across multiple projects. Maintain efficient workflows and schedules in partnership with the Creative team's Traffic Manager.
- Drive audience-centric campaigns. Lead integrated campaigns grounded in audience and channel insights. Apply a channel-first approach, tailoring content for print, web, social, and display to maximise engagement and impact. Review performance to inform optimisation and learning.
- Inspire and develop talent. Line manage and mentor the in-house Copywriter. Set clear goals, nurture growth, and conduct regular performance reviews.
- Manage external partnerships. Oversee freelance copywriters and agencies to deliver high-quality outputs on time and within budget.
- Act as Brand Guardian. Ensure cohesive messaging across all platforms while adapting to market trends. Uphold UNICEF UK's brand, image, and inclusive storytelling guidelines.
- Champion creative excellence across the organisation. Promote the Creative team's skills and processes through workshops, training, and collaborative sessions.
- Build a strong team culture. Contribute to a supportive, collaborative environment. Assist with emergency rotas and adopt a flexible approach to team needs.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a better world for every child.
- Raises children's voices and their representation.
- Takes a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF through creative content, whilst committing to our inclusive storytelling narrative approach.

Creating and innovating

- Contributes ideas, approaches and insights that enable innovation.
- Scans the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work.
- Empowers people to innovate and welcomes new ideas that are focused on the delivery of strategic priorities.
- Approach problem-solving creatively; bring ideas from outside to help achieve our vision; challenge established processes; demonstrates flexibility and adaptability to working in new scenarios.

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.
- Presents complex and difficult messages clearly and with impact.

Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims.
- Reviews results and extracts learning to optimise future performance.
- Anticipates internal/external challenges that could impact UNICEF UK's work and adapts approach accordingly.

Efficiency and effectiveness

- Manages conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised.
- Suggests simplifications to overly complex ways of working to improve results.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience, and knowledge.

Relevant experience

- Proven experience developing and evolving brand voice and narrative for established brands or mission-led organisations.
- Experience acting as a brand guardian, ensuring consistency while adapting output across multiple channels and audiences.
- Track record of leading multi-channel, insight-driven campaigns across web, social, print, digital display, and OOH.
- Experience overseeing end-to-end creative production, from brief development to delivery, across multiple concurrent projects.
- Experience mentoring or line-managing other creatives, setting standards, and fostering creative growth.

Specific knowledge and skills

- Extensive, hands-on experience producing long-form, short-form and conceptual copy across a variety of formats (campaigns, advertising, digital, scripts, brand platforms, donor/supporter comms, etc.).
- Understanding of inclusive storytelling and ethical representation.
- Demonstrable ability to translate strategic objectives into compelling creative concepts and messaging.
- Experience working with audience insights, user journeys, and analytics to shape and optimise creative work.