

Operational / External Title: Copywriter & Editor	
Role Title:	Copywriter & Editor
Date of JD Review:	August 2025
Department:	Advocacy & Influencing
Team:	Brand & Creative Content
Tenure:	Part time & Permanent
Band & Range:	Band C
Location:	London & Hybrid
Reports to:	Head of Brand & Creative Content
DBS check required:	No [DBS Roles]
Role requires travel:	No
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require Travel:	No
<p>Internal Key Contacts: All AAUK teams who commission content via the creative in-house team.</p> <p>External Key Contacts: Freelancers and agencies working on AAUK's campaigns.</p>	

Purpose Of the Role:

To deliver high quality, creative copy across multiple audiences and channels, building ActionAid UK's brand as a champion of the rights of women and girls and producing content that is aligned with our anti-racist storytelling and decolonisation principles.

As part of our in-house creative team, you will contribute to creative thinking, concepting and pushing boundaries to create engaging content.

Also, the copywriter and editor will ensure our brand tone of voice is maintained and applied to all internally and externally produced content. They will edit material written by others to ensure quality control and brand consistency, supporting organisational objectives.

Main Accountabilities:

Operational delivery

- Be the voice of ActionAid UK's brand, ensuring all copy is representative of our values.
- Lead on maintaining and evolving AAUK's brand tone of voice, ensuring it applied consistently across all content and channels, and reflects our anti-racist and feminist values.
- Work on a variety of creative briefs and concepts across AAUK including advocacy and funding campaigns.
- Deliver content with an appropriate message, tone of voice and purpose for our key audiences, tailoring writing style for audience and channel.
- Work closely with the Senior Creative to deliver content, acting as the lead on copy. Working together across digital, print, fundraising, and advocacy projects.
- Work closely with the Video Production Specialist, delivering video scripts for AAUK videos.
- Produce imaginative and informed copy (long and short form) that aligns with AAUK's the strategic messaging and objectives.
- Edit copy produced by other teams, offering constructive feedback on tone of voice, brand story and messaging, checking for accuracy and grammar.

Team Working

- Work as part of our in-house creative team to brainstorm and execute creative ideas, strategic thinking and support the work of other teams at AAUK.
- Attend training and be eager to learn and understand AAUK's anti-racist storytelling and decolonisation guidelines, ensuring they are applied to everyday work and interactions with other colleagues.
- Help develop and deliver brand training across AAUK, leading the tone of voice part of the training.
- Effectively represent the team and actively contribute at internal meetings, away days, staff briefings and external events.
- Collaborate with the creative team, ensuring our brand guidelines are up-to-date.
- Understand and adhere to AAUK's policies and practice.
- Proactively engage with the performance management process and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses.
- Engage with and demonstrate commitment to AAUK's mission, vision, and values and with My Feminists Behaviours
- A commitment to challenging structural racism, creating best practice in AAUK and pushing boundaries internally and externally
- To undertake any other duties appropriate to the level in accordance to agreed procedures and guidelines.

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and

responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.

- Commitment to continually improving your digital skills and knowledge within the working environment.
- A versatile creative writer with experience. Flair for storytelling and a strong understanding of what makes a good story.
- Experience and understanding of anti-racist storytelling.
- Experience editing and feeding back on other people's work.
- Impeccable spelling, grammar and attention to detail.
- Experience in conceptualising and writing fundraising appeals.
- Proven ability to implement and maintain brand guidelines across creative outputs.
- Experience in conceiving and creating compelling on-brand copy and content for websites, social media, magazines and marketing campaigns.
- Great presentation skills and a friendly, can-do attitude.
- Ability to work collaboratively and contribute effectively in a fast paced environment with a focus on agile project working.

Desirable Criteria:

- Experience of living and working in the “Global South”, especially regions where we are funding programmes & projects
- Experience of working for an INGO

Application: To apply for this role you will complete an application form and upload your CV. Please link to three examples of your work within your CV: these could be blogs, marketing copy, reports, articles, or other formats.

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.