



Job Title	Copywriter
Department	Commerce Marketing
Approximate Department Size	Marketing team of 7
Reports to	Head of Marketing
Direct Reports	0
Working hours and pattern	40 hours per week, Monday to Friday onsite
Will this role qualify for tronc or bonus?	Performance Bonus

Purpose of this role

The Copywriter acts as the voice of our food, drink and gifting business at The Newt in Somerset - crafting inspiring, beautiful and commercially effective copy that captures the character of our products and brand.

Partnering with marketing and product teams, this role shapes consistent, meaningful storytelling across every channel, enhancing customer connection and supporting the continued growth of our brand and revenue.

Responsibilities

- Develop and deliver a brand-building tone of voice that reinforces The Newt's attributes and supports unique positioning across F&B and Gifting markets.
- Act as a guardian of The Newt's brand tone of voice, ensuring all written communication across all channels is consistent, distinctive, and aligned with brand values.
- Write and refine product and packaging copy, including product naming, labelling, sleeves, tags, bags, and inserts, ensuring clarity, compliance.
- Create compelling content for multi-channel campaigns, including:
 - Website and ecommerce pages
 - Email newsletters and CRM journeys
 - Organic and paid social media
 - PPC and display ads
 - Print materials and in-store communications
 - Produce tailored messaging for each channel, balancing editorial creativity with commercial objectives and channel-specific best practices.
- Proofread and carry out grammatical checks to ensure high-quality, accurate and polished copy.
- Respond to ad hoc copywriting requests and support wider marketing or product initiatives as required.
- Understand different target customer segments and adapt messaging to engage each effectively.
- Produce seasonal and sales-focused product descriptions, optimised for SEO.
- Align all copy with the content calendar, delivering to agreed deadlines.
- Clearly outline reasons to buy and craft engaging product stories that inform, entertain, inspire, and support conversion.

Characteristics needed for this role

- Creative and brand-led, with a strong instinct for storytelling, tone of voice and bringing ideas to life in ways that feel distinctly on-brand.
- Detail-driven writer who produces polished, accurate and consistent copy across all channels.
- Audience-focused communicator, able to adapt style and messaging to what different users need and what will resonate most.
- Commercially minded, balancing creativity with clear business objectives, using data and performance insights to refine content.
- Organised and efficient, managing multiple briefs and deadlines while working confidently at pace.
- Collaborative and open, working well with cross-functional teams, responding positively to feedback and adjusting approach when needed.
- Curious and culturally aware, engaged with trends, language, and storytelling, with a natural interest in food, drink and lifestyle.

Skills and experience needed for this role

- Strong editorial copywriting experience within relevant lifestyle, food & drink, or gifting sectors.
- Strong professional copywriting experience, ideally within a premium retail, food, drink or gifting brand, or a high-quality publication.
- Fluent in English, with impeccable grammar, spelling and an extensive vocabulary.
- Exceptional creative writing ability, with proven skill in developing, interpreting and maintaining an authentic, consistent brand voice.
- Demonstrated ability to write compelling, high-performing content that drives engagement, conversion and customer action.
- Multi-channel copywriting experience, including product pages, ecommerce, email/CRM, social media, print, and campaign materials.
- Understanding of sales and performance copywriting principles, with proven application in a commercial setting.
- Experience writing for packaging, product naming, labels, product descriptions or in-store materials
- Strong organisational and time-management skills, able to manage multiple briefs and deliver high-quality work to deadlines.
- Ability to work independently, using initiative to prioritise workload and maintain momentum.
- Excellent proofreading and editing skills, with meticulous attention to detail.
- Clear understanding of brand voice, messaging hierarchy and tone consistency across all touchpoints.

Skills and experience desired for this role

- Experience optimising copy for SEO, including metadata, keyword integration and best-practice formatting.
- Confidence interpreting performance metrics (engagement, CTR, conversion rate, SEO ranking) to refine copy.



• Familiarity with content management systems (Shopify, WordPress, Magento or similar). • Experience contributing to or shaping tone of voice guidelines. • Understanding of UX writing principles and customer journey messaging. • Interest in food provenance, craft, agriculture, lifestyle or hospitality—aligned with The Newt brand.
Qualifications needed for this role
• Will consider applicants without degree with sufficient experience.
Qualifications desired for this role
• Language, Communication or Journalism degree
What systems will be used in this role?
• Standard Microsoft or Adobe word processing apps • AI tools
Department Description
The Newt in Somerset Commerce Marketing department is a commercial hub for so much of what makes The Newt special, our multi-channel retail and wholesale business is anchored in the passion and provenance that lies at the heart of our estate. Aimed at discerning customers who prize taste, quality and integrity of production above all else, we deliver our premium food & gifting products with care and convenience.