



Job Title	Creative Copywriter
Department	Marketing
Approximate Department Size	7
Reports to	Digital Marketing Manager
Direct Reports	NA
Working hours and pattern	5 days a week, 9-5.30 pm, office based
Will this role qualify for tronc or bonus?	Performance Bonus

Purpose of this role

The Copywriter is responsible for developing creative and engaging written content across multiple marketing channels. Working collaboratively with the creative team, this role ensures that all copy aligns with brand identity and effectively communicates the organisation's values. The Copywriter will use language to capture and express the distinctive qualities, stories, characters, and heritage that define The Newt, bringing the brand narrative to life through compelling and authentic storytelling.

Responsibilities

- Deliver high-quality copy to agreed deadlines as scheduled by Digital Marketing Manager.
- Develop content that maintains The Newt's position as a brand leader across luxury travel and hospitality.
- Develop an understanding of the different target customer segments – from members to hotel guests – and a knowledge of how best to speak and engage with them.
- Collaborate seasonally with marketing and creative teams to produce story-driven campaign copy that informs, entertains, and drives action.
- Produce and optimise website copy aligned to seasonal activity across hotel, gardens, and visitor attractions; apply SEO best practice with attention to conversion, engagement, and rankings.
- Copywriting for different forms of media: weekly newsletter emails, social media captions and ads, PPC ad copy, print material and press releases.
- Proofreading and grammatical checks.
- Ad hoc copywriting requests.

Characteristics needed for this role

- Exceptional attention to detail.
- Focused and driven
- Positive attitude
- Team Player
- A true passion for hospitality including history, heritage, luxury hotels, gardens, lifestyle and food and drink marketing



• A keen interest in reading and consuming content from a varied and diverse range of sources, with a finger on the pulse of current and emerging trends and best practice.
Characteristics desired for this role
• NA
Skills and experience needed for this role
• Strong experience as a copywriter with demonstrable high-conversion work. • Experience working with website content management systems. • Experience with SEO and social media copywriting. • Native-level English with flawless grammar and a broad vocabulary; ability to maintain an authentic brand voice. • Active use of AI tools to drive efficiency and support SEO strategy. • Proficient across B2C and B2B copywriting principles and mediums. • Meticulous proofreading skills. • Ability to work independently, manage multiple priorities, and meet deadlines.
Skills and experience desired for this role
• Previous experience copywriting for a luxury brand. • Previous experience in an editorial setting. • Full UK driving license. • Editorial background across luxury fashion, lifestyle and interior magazines
Qualifications needed for this role
• Educated to degree level.
Qualifications desired for this role
• NA
What systems will be used in this role?
• CMS • Microsoft Word • Excel • PowerPoint • Workflow Management Systems
Department Description
The Media Team at The Newt brings the bucolic dream of life on the estate to a wider audience. We nurture community, create conversations, and craft a strong brand persona that inspires and engages. By managing digital platforms, building relationships, and celebrating our key pillars of Stay, Visit, Taste and Shop, we share The Newt's values and charm with the world.