

Copywriter

The Company

Smart software for creative people.

There are three things that make The Foundry unique:

1. Our forward-thinking approach to making creative software
2. The people that drive it
3. Meaningful relationships with our customers

Our software solutions are anything but ordinary. The workflows they create serve multiple industries and generally make doing creative things a walk in the park.

We know that tools in VFX are also relevant to designers and vice versa. It's that understanding that helps us to develop flexible, open products that solve problems.

The portfolio is as creative as it is technical, packed full of ground-breaking award-winning techy goodness that will have even the most demanding organization or one-man-show salivating.

We are a little bit proud of what we achieve at The Foundry and want to take you on our journey with us.

The Role

Reporting to the Content & Brand Marketing Manager, you will be responsible for generating all online and offline company content in the VFX, games & design markets. This includes, but is not limited to, copywriting and copy editing for website, landing pages, emails, marketing collateral, case studies and blogs.

The Responsibilities:

- Create compelling copy for The Foundry's online and offline channels, advising on the most suitable execution to meet campaigns' objectives
- Provide copy for integrated marketing campaigns product launches, events, social media, white papers and technical content

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- Act as a project manager for all content generation from conceptualising and developing the brief, through content creation and subsequent approvals, through to output and dissemination
- Monitor and update written website copy to reflect content plan activities and changes
- Interview clients, staff and third parties for generation of unique content
- Proofing and other writing/involvement in assigned tasks
- Maintain and update the Foundry editorial style guide
- Work with the marketing team to implement content strategy, track milestones and deliverables
- Market research to support the above marketing activities
- Liaise with Product Marketing & Sales teams on messaging & positioning
- Brief and manage and evaluate an extended team of contractors

Skills & Experience:

- Minimum 5 years of experience in an agency or in-house brand marketing team
- Relevant degree or equivalent in marketing/Journalism / PR or similar is essential
- Strong creative copywriting, editing and proof-reading skills with a meticulous eye for detail, language and grammar
- Ability to create copy for and work with multiple departments, audiences and on integrated platforms
- Understanding of acquisition, content marketing and SEO best practices
- Strong time management and project management skills and desire to see projects through from concept to completion
- Significant experience gained working within a journalism; marketing; PR; copywriting; content marketing; digital or relevant role is essential
- Excellent communication (verbal/written) and stakeholder management skills

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- Motivated, self-starter attitude is essential, ability to multi-task, strong organizational skills
- Eligibility to work in the UK

Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to jobs@thefoundry.co.uk with the subject "Copywriter".

More About Us

The Foundry designs creative software technologies used to deliver remarkable visual effects and 3D content for the design, visualisation and entertainment industries. The Foundry's software advances the art and technology of visual experience in partnership with creative leaders across the globe. It enables clients like Pixar, Mercedes-Benz, Google, ILM, Weta Digital, Blizzard, The Moving Picture Company and Sony Pictures Imageworks to turn incredible ideas into reality by solving complex creative challenges.

The company was founded in 1996 and is headquartered in London, with 300 staff based across offices in Silicon Valley, Los Angeles, Shanghai, Austin and the UK. The Foundry consistently invests in R&D to provide more efficient ways for its clients to bring visual concepts to life.

In 2015, the London Stock Exchange named The Foundry one of its "1000 Companies to Inspire Britain." It regularly features in The Sunday Times' Tech Track as one of Britain's fastest-growing private technology companies, most recently in 2016 when it also won the Excellence in Service Award at the International Track 200 awards. Every single film nominated for the Academy Award for Best Visual Effects in the last five years was made using The Foundry's software.

The company was acquired by HgCapital in 2015.

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