

REF: WindEurope/2016/14

Copywriter

Start: as soon as possible

WindEurope (formerly EWEA, the European Wind Energy Association) is the voice of the wind industry - actively promoting wind power on behalf of member organizations in Europe and worldwide. Our resources are focused on policy activities, lobbying and supporting our members.

The Copywriter is responsible for maximising outreach to wind stakeholders and facilitating sales by providing inspirational copy for digital and printed materials.

Main Duties and Responsibilities:

General

- **Members' newsletter:** Coordinate, draft and proofread the monthly newsletter to members.
- **Campaigns:** Participate in the conceptualisation and content delivery of campaigns where and when applicable.

Sales support

- **Events:**
 - Events newsletters: Draft promotional pieces for WindEurope events.
 - Targeted emails: Draft customised emails to incentivise specific niche markets.
- **Membership:**
 - Brochures and leaflets: Create/update/adapt content for promotional material in collaboration with the membership team.
 - Other membership materials: Support the membership team in developing ad-hoc membership materials.
- **Other:**
 - Help draft promotional texts for other products such as webinars, workshops and EU projects.

Website content

- Work closely with each relevant team to update the content of all the website sections.
- Ensure information is kept up-to-date and of a consistent tone.

Proofreading & translation

- Proofread reports and publications before sending to print.
- Support and insource translations when possible.

Administration

- Handle purchase orders and invoices linked to assigned tasks.
- Support in documenting copywriting processes.

Required Qualifications:

Experience: Minimum 3 years' experience in copywriting or similar function.

Education: Bachelor/master degree in journalism or communication

Key qualifications:

- English native speaker
- Outstanding written skills
- Renewables/energy background (wind sector knowledge is a clear plus)
- Knowledge of marketing copy tricks a plus
- Creative
- Well-structured and organised
- Strong team and interdepartmental spirit
- Resilient to stress
- Taste for multicultural environment
- Computer literacy: MS Office
- Website content management experience an asset

To apply, please send your CV and a cover letter **by 6th January 2017** to jobs@windeurope.org with reference code: **WindEurope/2016/14**

Note: only short-listed candidates will be contacted after the deadline.