



Senior Copywriter

- A true storyteller with a conceptual brain and a big heart
- Agency exclusively serving major charities and causes
- Donor Republic. Sydney (Newtown) plus 1 day WFH

Turn your ability to tell a beautiful, emotional story into a rewarding, meaningful career serving the greater good, helping some of Australia's and New Zealand's most popular charities to raise funds, find new donors, and love their current supporters. You'll be joining a fast-growing team, striving to be the best NFP creative department in Australia, working with art directors to develop concepts and then realise them across direct mail, digital and social media, print channels and more.

Donor Republic is an innovative full-service fundraising and marketing agency specialising in the not-for-profit sector. We've grown exponentially in the past year and have a tremendous opportunity within our creative department as a result.

As a Senior Copywriter at Donor Republic, you will be bringing your proven ability to create concepts that work across media platforms and your skill in crafting long copy (and short) to a highly specialised sector with its own skills, techniques and best practice. That means you will need to either be skilled in the NFP sector already, or willing to immerse yourself in it completely with the support of an expert team and grow into the role. Reporting to the creative director, the role will suit you if you have a passion for using your thinking and writing skills to reach and move people emotionally, coupled with a strong desire to make a difference to environmental, health, research, social justice, children's, animal and conservation causes.

Key Responsibilities:

- Collaborating with account management colleagues understand client's requirements and core messages
- Work with art directors and designers to generate creative concepts that work across media platforms to deliver on fundraising and other NFP objectives
- Write engaging copy for these concepts, applying best-practise fundraising principals
- Tailor concepts and copy to various audiences and clients' differing TOVs
- Staying abreast of trends within fundraising, understanding best practise, and applying this knowledge to your day-to-day activities
- Updating and improving copy to clients' expectations
- Proofing and checking your own copy
- Serving as a mentor for more junior writing staff.

Key Skills required:

- Strong experience with concept development across multiple channels
- Excellent long-form copywriting and storytelling
- Results driven with a focus on attention to detail
- Ability to collaborate with art directors and designers
- Strong communications skills and ability to persuasively present your own work to clients and colleagues
- Tertiary qualified in communications, writing or equivalent
- Previous experience working on fundraising campaigns for a charity or agency environment with not-for-profits is essential.

For more information on the role please call
Stuart Ghent on 0418 691 944.

Applications to be emailed to grow@donorpublic.com.au
by COB Monday 23 November 2020

*At the heart
of fundraising*