

## Creative Content Writer

### Position Details:

Perfect Portal are searching for a **Creative Content Writer** to deliver compelling content, including blog posts, press releases, white papers, product descriptions, social media content, web copy and more. This individual's role is to support the marketing department in the delivery of the overall strategy, enabling Perfect Portal to gain competitive advantage in the legal industry in the UK and Australia.

The successful candidate should be detail-oriented with a proven track record of producing pieces that increase engagement and drive leads. This position requires a high level of creativity, as well as the ability to use data-driven insights to strengthen the brand. The candidate should be able to work comfortably in a fast-paced environment to join our growing team in Southport, UK.

### Role Responsibilities:

- Regularly produce content items, including emails, blogs, website content, social media posts, press releases, case studies, white papers, product leaflets, industry analysis and more
- Edit content produced by other members of the team
- Analyse content marketing metrics and make changes as needed
- Collaborate with other departments to create innovative content ideas

### Qualifications and skills:

- Bachelor's degree in Communication, Journalism or related field
- Excellent written and spoken English language skills
- Creative mind to be able to produce content quickly
- At least three years of experience writing for a B2B audience
- Knowledge of the legal industry preferred
- Understanding of writing for online channel marketing, including SEO
- Working knowledge of MS office including Outlook, Word, Excel, PowerPoint and SharePoint
- Bonus: design skills to create graphics for social media, emails, website etc.

### Why Should I Apply?

Perfect Portal is an equal opportunity employer and is committed to excellence through diversity. We have a high-performance culture and we're unapologetic for demanding the best because we know that's what sets us apart. We expect wholehearted enthusiasm, excitement and an effort that overshadows any feeling of obligation, because it's not a job with Perfect Portal, it's a love for what you do.

To be part of our team you need to be intelligent, dedicated and determined to make a difference to the lives of the clients we serve each and every day. Life at Perfect Portal is not for the fainthearted, we're looking for people who fire on all cylinders and face challenges head on.

### At Perfect Portal we offer:

- **Terrific benefits** – fresh fruit, coffee, tea & breakfast is supplied daily
- **A fantastic culture** – open communication, great work/life balance, a high performance, and friendly work environment
- **Rewards & recognition** – probation celebrations, all-staff birthday and service anniversary celebrations and referral schemes
- **Employee Share Scheme** – opportunity to participate in the future growth of Perfect Portal
- **Pension Plan** – contribute to your retirement

Perfect Portal is a young and vibrant company who can offer you a genuine career. This is a great opportunity to be a part of our dynamic and motivated Team.

### How Should I Apply?

Please email your CV, Covering Letter and writing portfolio to Sattu Dhaliwal at [sattu.dhaliwal@perfectportal.co.uk](mailto:sattu.dhaliwal@perfectportal.co.uk)