

# COPYWRITER

LONDON

# MUDANO

WASTE LESS. DO MORE.

*We are determined to transform a wasteful industry*

An industry that's stuck in its ways. We only work with people as ambitious and driven as we are. At Mudano there's no time to kick back, stick your feet up and look out of the window. We're on a mission to transform an entire industry. It's a big challenge. But what doesn't challenge you, doesn't change you. People with this drive and fire are our life blood. They aspire to do and be more. That's why our acceptance rate is even tougher than Harvard. We only want the best, and people who believe in values that will realise a vision.

Our people. Our practitioners. Focused on project efficiency and business value delivery. Passionate about removing bias and guesswork and replacing it with informed, objective decision-making.

*Build on what you can do. Realise the potential you have.*

## Key accountabilities

- / You are fanatical about crafting well researched, collaborative pieces of content across a range of media and formats, not limited to press, social media, website and client bids
- / When a research piece is not required, you enjoy writing creatively, whilst adhering to language and tone of voice guidelines
- / You are at ease managing a number of interested parties when creating engaging written copy
- / You are very comfortable working alongside a design team, to represent the written copy in a visual design
- / You avidly follow trends and are up to date on how the market responds to different types of language and how best to write for our ever evolving audiences

- / You have experience in financial services and / or high growth tech and understand complex and technical subjects, and have the ability to translate this into accessible language
- / Besides building engaging pieces, you enjoy copy editing, reviewing, tidying and revising existing copy
- / You have a passion for researching clients, their competitors and the target audience
- / You love working with data and are able to effectively monitor campaigns
- / You have plenty of energy and are unfazed by working to extremely tight deadlines

## Key skills and experience

- / Some knowledge of SEO and writing for the web
- / Expert knowledge of the English language



## Behaviours that will move frontiers



### Imagine with intelligence

We're a data company that is doing things nobody has done before. That takes sharp and agile minds. Minds that can make the leap from the known to the unknown; that questions what's possible. Think from first principles and dare to go somewhere new.



### Enjoy uncomfortable

Transforming an entire industry requires desire, energy, perseverance and a restlessness to push the boundaries of what's possible. While challenging the status quo can be scary, the results are worth it.



### Be clever and concise

We move fast. To keep momentum, we need to simplify challenges into concise statements and efficient dialogues.



### Apply ethics

We work in a transparent manner. If we finish a project ahead of time, we'll call time on our fees that day. In an industry used to wasting millions, it takes many clients by shock.



### Be your authentic self

We don't want clones. We want knowledge-age thinking. It doesn't matter if you prefer suits or jeans, if you hold a baby or a briefcase. You'll only be the best version of yourself when you are yourself.



### Science eats opinion

Apply a little science; get a different result. A better result. Find the data and run your own experiments. That's the Mudano way.

## Farewell to the mundane

Mudano is a collective of unique individuals but with a common set of beliefs, behaviours and values. Culture is how we work together. Easy to experience, harder to pin down and define in words. It is inclusive and it is diverse. Our benefits and policies are designed for each person to integrate their work and life in a way that is right for them, as well as provide extensive support for career development, whatever that path may be.

Want more flexibility? Talk to us and we'll see if together we can build a better business world.

## Benefits and compensation

- / Generous personal training budget for your professional development
- / Individual coaching programme
- / Monthly book allowance
- / Comprehensive benefit package including private medical, wellbeing cover, discounted gym membership, and group life insurance
- / 24-hour counselling
- / Good work/life integration
- / Salary between £30k and £40k based on experience and skills
- / 25 days annual leave
- / Pension scheme with 3% employer contribution
- / Entry into our company stock option scheme
- / Head-office in start-up incubator (including Thursday social hours, networking, TED style talks, and unlimited tea/coffee and fruit)
- / Access to a financial advisor at no cost