**Copywriter**

We are open to considering applications from candidates within reasonable commuting distance to any of the following locations: London, Edinburgh & Caerphilly.

**Com Laude - About us**

The Com Laude Group is an established and trusted partner to many of the world’s most recognisable brands. The business has operated at the heart of the internet since the inception of Com Laude in 2004, and today is regarded as the most trusted provider of the highest quality domain management services to corporates.

This is encapsulated in the Group’s mission statement, *“The most trusted provider of domain & registry management services to brand, IT and IP professionals”.*

Headquartered in London, and with offices in Seattle, Tokyo, Edinburgh, Eastbourne, Valencia and Caerphilly the business is expanding internationally as it continues to develop and grow.

**Culture**

The Group has a strong culture born out of the depth of expertise of our employees and the considered approach all employees take to the development of the business. We are honest, ethical, trustworthy and professional in everything we do. And most importantly we always place the customer first, constantly striving to maintain our status as the quality leader in our niche industry. We value responsibility, inclusiveness, sustainability and equality and we welcome new team members who can help us to diversify our culture.

**Services and Markets**

The business operates at the intersection of Intellectual Property Protection and Information Technology.

It has a well-established Internet Domain portfolio management business, trading as Com Laude. This business is supported by a client management team who are experts in their field and who passionately develop the strongest relationships with our clients.

Our teams use our bespoke domain management platform to efficiently manage internet domain portfolios for our clients located all over the world, as well as associated services. There is an advisory element to the services, which clients highly value. It enables clients to tailor their portfolio to their branding goals and business needs as well as suit their budgets and is complimented by our domain monitoring and dispute resolution services.

The Group also operates a leading new Top-Level Domain consultancy business, trading as Valideus. This business provides strategic consulting, application management services and ongoing support and services to our clients who chose to secure their own internet top-level-domain. This includes the so-called “.brand” registries such as .citi or .kpmg. Future rounds of new top-level-domain applications are expected within the next 2-3 years, and with growing awareness amongst potential applicants the prospects for growth are attractive.

Following private equity investment in 2017, the Group is pursuing a growth strategy achieved organically and by entering selected new geographic markets. We are actively trading in the USA and are becoming established in Japan. We have also enhanced our domain name brand protection capability through the acquisition of well-respected Scottish domain name registrar, Demys. We continue to look to extend our services to add additional value our clients, be that in-house or through acquisition.

**Role**

We are seeking a Copywriter with extensive marketing experience, preferably from the domain name industry.

As a corporate registrar, Com Laude’s tone of voice is critical given the senior audiences with whom we interact. Delivering messaging in this consistent, professional yet approachable manner is key to the role. The tone of voice is equally important to underpin the Group’s value proposition, and this should be reflected at every opportunity.

**Key responsibilities for this role include:**

* Partnering with senior leadership, commercial and operations teams to improve processes
* Develop messaging that differentiates Com Laude in each market segment and resonates with the Group’s prospective and existing clients; as well as additional audiences as required.
* Create compelling content that communicates the Group’s value proposition and services such as collateral, web content, whitepapers, articles, technical briefs and presentations.
* Work collaboratively with the marketing production executive in the development of video content.
* Work closely with colleagues in all areas of the business to initiate and develop informative and intuitive copy.
* Support the development of an impactful communications plan that builds a positive reputation with media and influencers.
* Proactively seek out, identify and develop opportunities to help tell our story.

**Essential Attributes**

* Degree in English, journalism, creative writing, or a similar field
* Relevant industry experience
* The ideal candidate will be an excellent communicator in both written and verbal English.
* Have a strong track record in marketing technical solutions.
* Have experience of working in a B2B environment where language and tone are key to messaging.
* Have excellent organisational and time management skills.

**Desirable attributes**

* Experience in the domain name sector ideally having worked for a registrar or registry.
* Have worked in related industry for example, web or shared hosting or ecommerce application environments.

**Benefits Package**

25 days’ holiday a year

Participation in company bonus scheme: up to 10% bonus can be achieved based on personal and team performance.

**Applications**

To apply for this role please attach **a current CV and cover letter** detailing your suitability for this role and confirming our nearest office location to you and salary expectations.

Due to the volume of applications, we receive for roles, we cannot guarantee to provide feedback to unsuccessful applicants.