

Want to help
shape the moments
that matter?

Acteon

Writer

Can you create compelling content for clients like Co-op, Channel 4, Priory and Netflix?

Acteon is an agency that creates communication and learning to help people flourish at work.

We help people make better choices, work more efficiently, be safer, embrace diversity, develop their skills – whatever it is that makes them, and their organisations, more successful. Our projects often address complex issues where an organisation needs help to find its voice and promote positive change. For example:

- We've created dynamic mobile e-learning to help Netflix engage and inspire new joiners in film and TV production roles.
- Co-op saved millions of pounds through a major change initiative where Acteon used a blended communication campaign to help 40,000 front-line colleagues adopt essential new behaviours.
- We're developing blended learning to help leaders and managers at one of the world's largest pharmaceutical companies to implement the techniques of lean manufacturing.
- With Channel 4 Television, Acteon placed a carefully designed music video at the heart of an engaging and amusing campaign to promote colleague safety.
- We're collaborating with The AA to create a dynamic new onboarding experience that will engage and motivate call centre staff and get them up and running more quickly.

We focus on the moments that matter and deliver engaging messages, campaigns and resources to influence motivation, capability and opportunity. The approach works at any scale – from mammoth to mini. At any stage of the employee journey. And right across the organisation. We help clients find the right way to connect with their audience, creating content that surprises, delights, engages and motivates them, and that helps them to act in the moment.

The role

Our writers shape compelling content that helps to drive change. That might mean telling a story, breaking down a complex process, capturing real-life experiences, using thought-provoking questions – it could even mean writing the lyrics for a song! It will definitely involve writing for the page, for the screen, and for voice, and will range from writing the briefest tag-line to creating an extended piece of learning content.

For each project, the brief for content and format is developed by one of our consultants, who works directly with the client. Writers collaborate closely with consultants to understand the client need, the audience and the context, so that they can design and write engaging and effective content. And our writers work closely with our in-house Studio to provide direction for the content development process.

Of course, the role is about much more than writing the words. Our writers help define the solution, bring instructional design skills and develop storyboards. They write compelling copy, project manage the development process, support client review and refinement, and help assure the quality of the final piece. Success depends on the combination of excellent creative and communication skills with the practicality and precision needed to craft solutions on time and on budget.

Where do you fit in?

Acteon colleagues are an eclectic group. We're from a range of backgrounds: communications, science, medicine, TV journalism, the arts – and we value the creativity and approach that each individual brings. We're looking for a new writer who can add their own ideas, skills and experience. How can you help us innovate and find fresh ways to create outstanding content?

This role has some core skills:

- You're an excellent communicator.
- You write well and can tailor your style to a range of formats and audiences.
- You're comfortable liaising with clients about the content you're creating for them.
- You manage projects effectively and enjoy organising your own workload.
- You have strong editorial skills, and are rigorous with accuracy and attention to detail.
- You care that your work meets the highest standards of quality and professionalism.
- You're self-motivated and you get things done.

You'll need to demonstrate all of this through at least three years of relevant professional experience.

Who we are and how we work

The company includes 18 consultants and writers, 11 studio colleagues, a digital team of 12, three marketing staff and four administrators. We also work with a network of trusted freelance writers and graphic artists. Our base is a beautifully converted Georgian brewery in central Cambridge. Beer-making stopped in 1972, but there's still a pub next door.

We work in an informal structure and keep hierarchy and management to a minimum. It's a working style that we value, and it requires colleagues to be mature, cooperative and self-directed.

We pride ourselves on the great relationships we build with clients and on our ability to exceed their expectations. Our strength is rooted in quality – the quality of our work, and the quality of the working experience. We have a strong reputation and have won multiple national awards.

What we offer

We offer the satisfaction of doing stimulating and varied work in a friendly and supportive environment. As a member of a small company you'll have a chance to influence the development of Acteon and to contribute to and share in our success.

The role will give you the chance to work independently, whilst still having the guidance and support of an experienced and dynamic team. We offer a salary related to capability and experience, a contributory pension scheme, life assurance, gym membership and 25 days of annual holiday in addition to statutory holidays. In successful years we make bonus payments.

Apply

Interested? We'd love to hear from you. Click the apply button and send us your CV along with a covering letter to explain what you'd bring to our team. Thank you.

No agencies please.

Making your application

To apply for this role, please send us:

1. Your CV.
2. A covering letter, briefly explaining your suitability for the role. Please state where you saw this post advertised.

Applications must be submitted by **17 June 2022**. Please send your application by post or by email to: **recruitment@acteoncommunication.com**

Acteon, Burleigh House, 15 Newmarket Road, Cambridge, CB5 8EG.

Following review of the applications, selected candidates may be invited to our offices for an interview or via Microsoft Teams/Zoom.

For further information, please contact us via email at **recruitment@acteoncommunication.com**

Acteon designs and delivers blended learning to help organisations flourish. We craft creative solutions that make a real and lasting change for our clients. We provide support for strategy & design, change communication, e-learning, blended learning, mobile, video, animations, workbooks, gamification, coaching tools and learning management.

Acteon is a multi-award winning agency with an international reputation for quality and innovation.

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