

## **ROLE PROFILE – RESEARCHER/WRITER**

Reports to: Editor

Status: Full-time, Permanent

### **Role Purpose**

To source and research campaigns, trends and innovations in marketing, and write short-form articles.

The work undertaken by this role contributes primarily towards the Contagious I/O research platform and our quarterly magazine.

Reporting to the Editor and working as part of the editorial team, your time will be split approximately 80% research duties, and approximately 20% writing.

### **Core Responsibilities**

#### **Research**

- Select and suggest campaigns, stories and topics which are timely and relevant to Contagious, based on work submitted to the company and your own web research.
- Identify and catalogue trusted sources of information.
- Attend and contribute to daily editorial meetings.
- Stay up-to-date with relevant news and developments and share knowledge with the editorial team.
- Meet with agencies and PR companies, and build PR contacts globally.

#### **Writing**

- Write I/O stories each week.
- Write short articles for Contagious Magazine each quarter, including parts of the Need to Know and Small But Perfectly Formed sections.
- Interview, either in person or on the phone.

### **Key Performance Indicators**

1. Ensuring coverage of relevant material across sectors and territories.
2. Submitting copy on time which requires minimal amount of corrections or additions at the proofing stage.

### **Skills/Knowledge/Qualifications**

- Educated to degree level or equivalent.

- Knowledge of ad industry.
- Genuine interest and curiosity around advertising and emerging technologies.
- Proven writing experience.
- Outstanding organisational skills.
- Excellent communication skills.
- Ability to absorb and retain information easily.
- Ability to work on own initiative and as part of a team.