



## Freelance Copywriter (UK)

### Job Description

December 2022

# General Information

## About Us

*Market Your Clinic Online* is a digital marketing agency for physical therapy clinics such as physiotherapists and chiropractors. We build websites, carry out Search Engine Optimisation, run Google Ad campaigns and provide an all-round marketing service for physical therapy.

## About The Role

One of our services is to create website pages on individual conditions (back pain, arthritis, etc.) and/or therapies (osteopathy, sports massage, etc.). The role is to create these pages.

No previous knowledge of physical therapy is necessary. We will give you guidance and instructional material on the subject you're writing about, and you will also use the internet to carry out further research.

You will not just write the text for the webpage but set out the entire page in the website builder and ensure it is written and created in such a way as to maximise the client's rankings on Google. Previous experience is not necessary and training will be given.

You will also speak to clients directly as part of the process of building their pages, to understand what information they want included and any tweaks or changes they want made.

## Terms

This is a remote freelance role. You will be paid a fixed rate per page which is designed to work out at £20 per hour. As you gain more experience you will be able to create pages in less time for the same fixed fee and your hourly rate will therefore increase.

You must have some availability during office hours to meet virtually with Market Your Clinic Online staff and clients.

You will invoice us on a monthly basis for the work you have completed and will be responsible for your own tax. We may need to see proof of self-employment.

We do not guarantee, nor do you need to commit to, any minimum amount of work.

# Person Specification

## Required

- Excellent written English and a flair for copywriting
- Excellent communicator and a professional manner with clients and colleagues
- Keen to learn and able to pick up software packages and digital marketing concepts quickly
- Reliable and attentive to deadlines

## Advantageous

All the following skills/knowledge are required to carry out the role. Previous experience in any of these is an advantage but is by no means essential as training will be given.

- WordPress
- Elementor Pro
- WordPress Bakery
- DIVI
- Wix
- Squarespace
- On-page SEO
- Content marketing
- SEO keyword research
- Web and graphic design
- Web development esp. HTML and CSS
- A knowledge of physical therapy and related conditions, either as a practitioner or a patient

# Why Apply?

This is an extremely flexible role. You must have some availability during office hours to schedule meetings with us and with clients, but these can be arranged at your convenience. Other than that you can carry out the work when and where you like and take on the amount of work that suits you when it is available with no minimum commitment on your part. This is an ideal role for anyone who has other commitments and is looking for flexible work.

We will provide training in all technical aspects of the job including using web design platforms and Search Engine Optimisation. Should you wish there is also scope to learn many other digital marketing skills including Google Ads and Pay Per Click campaign management, social media marketing, web development and digital design, and for us to provide you with work in these areas also. This is a great role to learn highly desirable skills for anyone wishing to work in digital marketing.

We are a small company who are currently growing. As we do there is room for you to move into any areas of the business that interest you. As the business grows there will also be opportunities to move into account management, campaign planning and sales, and to take on more permanent roles should you wish.

# How to Apply

Please contact us by email at [hr@marketyourcliniconline.com](mailto:hr@marketyourcliniconline.com) explaining your skills and background and why you would be suitable for this role. You may also send a CV if you wish.

Applicants who are selected to continue the application process will be asked to write a short amount of copy to our specifications to demonstrate their suitability for the role.

Applicants who are successful in the copywriting stage will be invited to a video interview.

Applications will close when we find a suitable person(s). We have work waiting and successful applicants may start immediately.

If you have any questions or would like to know more about the role ahead of applying, please email us at [hr@marketyourcliniconline.com](mailto:hr@marketyourcliniconline.com) with your telephone number and we will call you back to discuss.