



National
Trust

Copywriter and editor brief

Urban Green

Context:

Urban Green work is an increasing area of work for the National Trust, as a way we can address the issue of unequal access to nature, working in partnership with other organisations such as local authorities to deliver the health, wellbeing and environmental benefits of nature and green space near where people live. Much of our work in this area builds on experience and learning from the [Future Parks Accelerator](#) programme.

A key part of this programme will involve sharing learning and best practice examples widely, through internal and external networks.

Resources:

We will share learning in a number of ways, including written/downloadable resources. These will be for a professional audience, both internally for colleagues at the National Trust, and externally for local government, environmental, development sectors amongst others.

This brief:

This brief is for a copywriter, with experience of writing on topics such as finance for professional audiences, to help out with production of some of these resources: turning existing materials into new formats, as well as editing drafts from subject experts for tone, clarity and consistency.

What we're looking for:

- A skilled copywriter with experience developing content for professional audiences
- Ability to write engaging, accessible copy for a broad professional audience on a range of topics – specifically finance, as well as organisational structure, environmental and planning regulations
- Strong editing skills
- Experience of copy writing and editing to specific brand / tone of voice guidelines
- Professional and/or personal interest in the aims of the programme, increasing access to nature in towns and cities across the UK

Deliverables and timings:

We've identified 4 resources initially, which would need a mix of copywriting and editing. Three of these are focussed on different aspects of finance.

Ideally, we'd like to contract someone on a call off basis over an agreed period, as we will identify new opportunities for content as the programme progresses.

We hope to award the contract in early July with the initial 4 resources being completed by end of August.

Key contacts:

The Urban Green team's comms and marketing lead, Rachel Jeffcoat, is the key point of contact for this work. Rachel.jeffcoat@nationaltrust.org.uk or 07484096991.

Next steps:

Please send an expression of interest to Rachel Jeffcoat (rachel.jeffcoat@nationaltrust.org.uk) and Claire Graves (Claire.graves@nationaltrust.org.uk) by 9am on Wed 28th June.

Please outline why you're interested in the contract and relevant experience. Please also provide your CV and day rate, and up to 3 samples of relevant work.

Get out clause

To be agreed with chosen supplier. In the unlikely event that the project is cancelled, all expenditure will be paid up until such time that notice is given.

Insurance

The successful supplier will be asked to provide proof of insurance for professional indemnity.

Copyright

Copyright will remain the property of the National Trust (unless otherwise agreed).