

## Senior Medical Copywriter

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Company: McCann Health London | An IPG Health Company

Location: London Area

Category: other-general

Senior Medical Copywriter McCann Health London are currently recruiting for a Senior Medical Copywriter. We are looking for a skilled professional who writes and helps to develop high-quality promotional healthcare content for their assigned accounts, ensuring it adheres to any relevant regulatory requirements. They take ownership of their brands while ensuring scientific integrity and excellent attention to detail is maintained across all outputs. The Senior Medical Copywriter helps to oversee the work of more junior writers, ensuring continuity of style and messaging. They will participate in new business pitches and act as a leader and source of inspiration on scientific thought and great copywriting. You must have: Knowledge/Expertise Good understanding of excellence in medical copy writing, and an ability to mentor others Strategic Skills/Tools Demonstrated experience creating communication strategies, tactics and content Client Relationships Confident presenting work to clients, and fielding MLR questions Business Development Supports new business pitches and helps to look for organic growth opportunities Job Responsibilities Independently develop compelling promotional copy, with strong references that meets the client brief and is scientifically accurate. In depth understanding of relevant therapy areas, media formats and marketing techniques. Established medical copy expert internally. Implement agency/client review systems. Ensure content is compliant to the ABPI code of practice or relevant regulatory requirements, and is backed up by the necessary research. Proficient using Veeva, FUSE and Proof. Support the Senior Writers and review and provide feedback on medical copy developed by less experienced Medical Writers as needed. Ability to analyze complex scientific and clinical information to provide a clear, succinct summary targeted at the

relevant audience. Efficiently produce high-quality medical copy for a range of channels including sales aids, websites, videos and animations, leave pieces, and patient information materials. Actively participate in briefing sessions and client meetings where required. Confidently present work to clients, fielding medical writing questions and troubleshooting if necessary. You'll be rewarded with:

- Flexible Time off – Uncapped paid time off
- Great training and development
- Retail and Gym discounts platform
- Life Assurance
- Pension
- Employee assistance programme
- Private Healthcare
- Headspace and MYND UP a mental health wellness programme
- Access to Eye Care and Vaccine programmes
- Cycle-to-work scheme
- Long Service Award
- Season Ticket Loan
- Flexible working

Equity, Diversity, Inclusion, and YouWe believe that Equity, Diversity, Inclusion and You are fundamental to achieving our mission – to help our client's brands and businesses play a meaningful role in people's lives. We view diversity as a business imperative that, when incorporated into all agency practices, becomes a competitive advantage, driving growth and organizational sustainability. As we position ourselves for a future of increased competition and disruption, we're accelerating beyond merely acknowledging differences. Our philosophy is that consistent practices and deliberate actions that foster an inclusive culture, unleash the creative power of our talent and our work. We call this Conscious Inclusion.

**Disability Confident** As an employer committed to accessibility and disability inclusion, we strive to develop a diverse workforce that provides us with a wider range of skills and experience. We are continuously improving our recruitment process to support individuals with physical or learning disabilities. The goal is to improve accessibility across all aspects of IPG Health, home to McCann Health London and FCB Health Europe to hopefully encourage potential job applicants to join us. If you have a disability, a learning difficulty such as dyslexia, a medical condition or an individual need – which you believe may affect your performance in selection, we'll be happy to make adjustments to our processes to enable you to perform at your best

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