

## C R E A T I V E C O P Y W R I T E R

### Job Description:

If you're a talented Copywriter looking to connect with and grow a vibrant community of enthusiastic, indeed passionate, collectors of precious objects, through multiple media channels, we'd love to hear from you. In this role, you'll be responsible for strengthening the TEND brand by creating exciting and focused communications, clear and compelling product descriptions as well as marketing material. If you believe you are creative, innovative and able and willing to spot and adapt to rapid changes in brand and consumer preferences, let's talk.

As with all start-ups, the work is often ground-breaking, exciting and purposeful, but requires belief, dedication and sometimes long or irregular hours. The fun is in doing it as part of an equally enthusiastic and positive, close-knit team who all have a common goal. The ideal candidate will be using both data and creative instinct to formulate exceptional communications. Front and centre of our mission is providing a best-in-class customer experience and, as a key member of the TEND team, you will have a significant role in helping us achieve that goal.

### Job responsibilities:

- Writing high-engagement communications and social media content that reflects our brand's tone of voice and adds to the company's style and brand strategy
- Collaborating with Marketing, PR and Customer Experience to develop an exciting variety of on-brand content marketing & communication material
- Exploring and refining creative direction and working key points from briefs into compelling copy concepts
- Managing multiple, parallel projects, sometimes with short deadlines

### Skills:

- Experience in producing copy for digital, print and broadcast channels (including the use of hashtags, emojis and acronyms)
- Demonstrated success in managing a business social media presence
- Exceptional language skills for targeted audience writing
- Solid understanding of SEO concepts preferred