

Effective from: April 2018

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Production Manager
POSITION TITLE:	Product Copywriter	POSITION PERIOD:	Contract
DEPARTMENT:	Customer Experience	LOCATION:	Melbourne

About the Intrepid Group

The Intrepid Group is a purpose-driven organization that is both the world's largest adventure travel company and travel B-corp. Headquartered in Melbourne, Australia, Intrepid Group, known best for their hero brand Intrepid Travel, offers over 1,000 itineraries on every continent, catering for all ages, budgets and appetites for adventure.

POSITION PURPOSE:

The aim of this role is to produce quality copy for use throughout the Intrepid Group's range of brochure and websites. It is the Product Copywriter's responsibility to maintain a consistent brand voice, tone and message across all mediums. Additionally, they will be responsible for ensuring no spelling errors, typos or grammatical faux pas slip through the cracks. The position will also require reworking of any copy that needs structural editing. The Product Copywriter will also need to build a good working relationship with relevant department managers to ensure all written content is factually correct and reflects Intrepid Group brand and company values.

QUALIFICATIONS AND EXPERIENCE

- Have a qualification in and/or a working experience of writing and editing
- Have excellent grammar and command of the written English language
- Have a working knowledge of proofreading and editor mark-ups
- Proven ability to write within the context of brand guidelines
- Experience in writing/editing for SEO
- Superior attention to detail
- Ability to solve copywriting issues within word-count constraints
- Good organisational skills, able to produce detailed and accurate work to tight deadlines

OTHER SKILLS AND ATTRIBUTES

- A strong team player with good interpersonal skills
- Ability to build and maintain relationships
- A creative and flexible approach
- Being able to self-manage and meet deadlines efficiently
- Ability to master content management systems quickly
- Creative and original copy, able to paint a picture and sell an experience
- Experience working in InDesign, especially text elements
- Excellent communication and organisational skills
- Responsible and reliable
- Passion for travel in the Intrepid Group style
- A sense of humour

ANNUAL OPERATIONAL ACCOUNTABILITIES	BENCHMARK MEASURE
Produce quality copy across Intrepid Groups range of brands and marketing channels	Deadlines for all copy met as per the Product schedule



The Intrepid Group is the global leader in delivering sustainable experience-rich travel. The world's largest travel B Corp, we're committed to being a business that benefits people and the planet.

