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**Product Copywriter**

We are looking for a Product Copywriter to take on the task of writing online and offline content for the Intrepid Group’s 2020 Product season. The role involves writing for our core brands: Intrepid Travel, Peregrine Adventures, and Adventure Tours Australia. This full-time contract position is based in our Collins Street head office, commencing on 8th April 2018 for a period of 24 weeks. With our brands covering destinations across all continents, it's a big job that will take you from the wild heart of Africa one day, to the classic cities of Europe the next. You will need to adapt to a different tone of voice depending on which brand you are writing for.

The Product Copywriter will primarily spend their days writing, proofing and editing copy. The key skills required for this role are:

* Strong copywriting skills for digital and print
* Excellent grammar and command of the written English language
* Ability to use Content Management Systems
* Experience in writing for SEO
* Excellent communication skills (both written & verbal)
* Creative and original writer, able to paint a picture and sell an experience
* Proven ability to write within the context of brand guidelines
* Excellent eye for detail
* Highly literate, with a sharp wit and sense of humour
* Good organisational skills, able to produce detailed and accurate work, often to tight deadlines

The Product Copywriter must and have a sound understanding of our brands’ trip styles and the markets they target.

**Please be aware that copywriting can be repetitive – the capacity to maintain enthusiasm and quality of work for the duration of the project is critical.**

For further details of the role, please see the job description.

**NOTE:** To apply you must hold appropriate citizenship or documents permitting you to reside and work in Australia.

**APPLICATION QUESTIONS:**

1. Why are you interested in doing this project? Please describe your relevant work experience to demonstrate your ability to meet the skill set listed above.
2. Choose one of our brands, a trip style and a country, and write a max 250-word summary of a trip.
3. Are you available to work full time for the dates specified?
4. Provide the name and contact details of two referees (at least one being a current or previous manager).