

## Job Description – Copywriter

This position is to join the head office of Abercrombie & Kent Australia, an international company widely regarded as the leading luxury travel company in the world. Abercrombie & Kent was founded in 1962 and has grown into an international travel group with over 55 offices in 30 countries and is all about “Inspiring Experiences.”

<b>Job Title:</b>	<b>Copywriter</b>
<b>Department:</b>	Marketing
<b>Location:</b>	Melbourne
<b>Reports To:</b>	PR & Communications Manager
<b>Direct Reports:</b>	None
<b>Status:</b>	Permanent Full Time

### **Position Purpose and Objective:**

Being the brand voice of A&K copy, producing inspiring content for different media including print and digital advertising, website, brochures, emails, social media and consumer facing communications.

### **Key Responsibilities and Duties**

- Write and manage copy for website, with a particular focus on product descriptions
- Create marketing copy (digital and print), email, trade and consumer communications – in line with brand's tone of voice
- Monitor the CMS to ensure content is accurate, up to date, in line with the SEO best practices and brand voice
- Collaborate with key stakeholders across the company:
  - Marketing Team – to ensure copy is aligned with target personas and product priorities; to execute marketing briefs in line with campaign, product and content needs and to ensure editorial and copy is optimised by channel
  - Product Team – to ensure accuracy of product information
- Regularly research trends, industry news and consumer interest pieces to maintain a constant stream of newsworthy material
- Have clear understanding of the business goals behind the creation of a piece of content and manage reporting against content KPIs

### **Other Duties**

- Attend product and supplier training as required.
- Other ad hoc tasks as requested by Head of Marketing and Senior Management
- Ensure all marketing collateral is in line with A&K Corporate Identity Manual branding guidelines

### **Selection Criteria**

#### **Knowledge & Experience:**

- Solid copywriting experience with ability to adapt to channel and audience
- Demonstrated understanding of user experience, digital marketing and SEO
- Previous experience in a similar role
- Prior experience working in the tourism or travel industry would be an advantage
  - Excellent sub-editing skills and the ability to digest brand style guides, maintain standards within your own output and sub other's work to ensure all content adheres to style guides

**Computer Skills Required**

- Good Microsoft Office skills (Word, Excel, Power Point and MS Project)

**Skills & Aptitude:**

- Exceptional communication and organisational skills
- Strong written skills
- High degree of attention to detail
- Excellent time management skills, with the ability to juggle multiple tasks and deadlines
- Problem-solving and ability to prioritise workload and requests coming from multiple stakeholders in a fast-paced, deadline-driven environment
- Keen eye for detail and accuracy.
- Have an interest in commerce, popular culture, new advertising trends and techniques

**Other Information:**

- Some out of hours work may be required (to attend events, supplier functions, meetings and training)

**Understanding of and Commitment to A&K's Corporate Environment and Values:**

A&K provides an inspiring environment with competitive benefits and remuneration and the chance to excel through innovation, collaboration and exemplary customer service.

Our corporate values encompass;

**Pioneering** - We are committed to being innovators, pushing boundaries and being the creators of the most inspirational travel experiences to the most remote, exclusive and exotic destinations in the world serving both existing and emerging markets.

**Courageous** - Courage is about standing up for what we believe in as well as trying new things and being creative, whilst taking responsibility for our own actions. We uphold corporate values, our brand and our commitment to philanthropy without compromising the luxurious experience our guests demand.

**Trustworthy** - Guests and colleagues can depend on us to deliver to high standards of professionalism and quality. We can be relied upon to be honest, truthful, transparent and open with all of our guests, colleagues and suppliers ensuring guests' safety and security giving them comfort and peace of mind.

**Integrity** - Integrity is about taking pride in what we do, what we stand for and basing our actions, every day, everywhere in the world, in ensuring our values become a reality for our guests, internally and externally.

**Stylish** - Superb service delivered with panache enabling our guests to have "the perfect experience", "Insider Access" and memories of a lifetime.

**Welcoming** - Warm and hospitable, putting our guests at ease. Energy and passion to put our best foot forward and exceed guests' expectations.