

## JOB DESCRIPTION: Mid-weight Copywriter | June 2021

Are you passionate about doing good in the world? Can you take complex information and simplify it in an inspiring way that makes people change their behaviour? Do you love coming up with original and innovative creative ideas for brands?

At ROE we work across four quadrants: Corporate Sustainability, Brand Impact, Behaviour Change, Marketing and Storytelling. We are looking for a Mid-Weight Copywriter to join our team.

To be successful in the role, you will need to have the ability to collaborate with our dynamic account team, work closely and collaboratively with a wider team of strategists, consultants and project managers, and help to build and shape campaigns and programs for our awesome portfolio of clients, including - Pukka, Visy, Optus, Kimberly Clark, Ben & Jerry's, Horticulture Innovation Australia and many many more.

Ideally, you are passionate about teamwork; you have a positive attitude and are keen to work on a variety of jobs that all play in the sustainability space.

### KEY RESPONSIBILITIES

- Write captivating, thought-provoking brand narratives that inspire behaviour change
- Simplify complex information and data into clear, compelling and impactful brand stories
- Work closely with the Head of Creative to develop original, innovative concepts and campaigns that encourage everyday people to take action
- Create high-quality written communications across a broad range of channels, including video, website, eDMs, social, print and internal comms
- Demonstrate versatility across all types of writing: short copy, long copy, headlines, manifestos and strategies-on-a-page
- Execute on all assigned work and projects within allocated timeframes ensuring all deliverables are met to the highest standard
- Work collaboratively with the design, strategy, account and digital teams on both large and small scale projects
- Manage daily and weekly workflow and when needed, engage and oversee freelance support

## REQUIREMENTS

- 6+ years of copywriting experience in-house at a brand or an agency, preferably with some experience in sustainability and social impact
- Experience writing brand narratives, simplifying complex information into compelling stories, and writing copy for integrated campaigns
- Proven ability to think strategically and conceptually with a knack for fresh ideas and a new perspective
- Editing and proofreading skills with strong attention to detail
- Able to work flawlessly under pressure, having the ability to manage multiple projects simultaneously
- Unparalleled commitment to excellence
- Proficiency with Microsoft Office and familiarity with Adobe Creative Suite applications on Mac

## KEY ATTRIBUTES

- Motivated, friendly, hardworking and creative, with high attention to detail
- Strong organisational and communication skills
- Passionate about sustainability and social impact
- Love working with a team, but also thrive tackling a project on your own
- Ability to work well under pressure in a deadline-driven environment
- Enthusiastic attitude and strong desire for shared success

## WHO ARE WE?

Republic of Everyone are Australia's leading sustainability, purpose and behaviour change specialists. We believe that the world is changing and that in many ways, it needs to.

Companies, brands and people who choose to lead this change will be best placed to be best off in a better world. In short - we believe that doing good is good for business.

When we say Republic of Everyone, we really do mean everyone. Everyone is welcome at Republic, but more than that, we celebrate you being you and believe deeply in fostering a safe, inclusive, creative and innovative workplace. We will ensure that you are set up to succeed, and that you can achieve work/life balance as well as have a rewarding career, all while working amongst a fun and dynamic team.

Please submit a cover letter and samples of work or link when applying.

For more information, please get in touch with Zuzana Zaloudek, Head of Creative, Republic of Everyone at [zuzana@republicofeveryone.com](mailto:zuzana@republicofeveryone.com)