

Here.

JUNIOR WRITER

About the Writes Team:

The Writes team champions words. As writers, we love crafting and cultivating language, which is why our team drives the voice of Here.

From defining a brand's Living Voice, to naming, straplines, and campaign copy, the Writes team curates the tone and sparks conversation across our broad range of clients. We are also an active part of the community at Here, collaborating with our thinkers, designers, and makers to create an excellent and dynamic body of work.

Who you are:

You share our love of language and are passionate about writing. While you may just be beginning your career, you bring a distinct perspective, skill set, and personality to our team. So as much as we will teach you some tricks, we will be happy to learn from you too. You're an individual who pushes us forward and challenges us to see words from new and exciting angles.

Experience:

You've written copy for brands - big and small. You've earned a degree in English Lit, Creative Writing, or Marketing (or something adjacent we haven't considered), and have minor or early agency and comms experience.

Why you are Here:

As a Junior Writer, you'll be able tap into, create and define a brand's tone of voice. You'll ask the right questions of a brief. You think conceptually and strategically and are happy to present your work both internally and to our clients - with a little guidance of course. You're able to work on all sorts of things in the space of a week, from writing a brand's manifesto, to crafting pack copy and investigating the language of a particular category.

Junior Writers work closely with our Director of Brand Voice as well as the larger team of writers and studio collective. They're instrumental in ensuring the success of client briefs and deliverables and bringing fresh ideas to the table.

- You have a curiosity and understanding of Beautility as our studio philosophy and consistently look for opportunities to make good choices desirable in your project work. Your ideas are creative hooks that align with Here's purpose and mission.
- You are a vital part of the creation and presentation of compelling and uncommon brand voices, grounded in craft, that resonate with clients and drive dialogue with their audience.
- You can write brand manifestos and conduct interesting cross-category searches for verbal mood board cues and inspiration.
- You can contribute to the naming process for new products and brands.
- You execute campaign writing and brand straplines. You craft on pack copy and contribute to the larger brand storytelling across platforms.
- You work with increased autonomy and have a good understanding of when and how to loop in the appropriate members of the team to enrich and support your work.
- You are evolving your knowledge of other roles and disciplines within the wider team, their skills and expertise, and actively seek to collaborate with them beyond regularly scheduled check-ins to challenge your perspective.
- You actively engage with a wide range of media and explore other cultural and category contexts to broaden your understanding of a particular brief or challenge, finding ideas in unexpected places and liberating yourself from the computer wherever possible.
- You confidently represent your ideas and help build on the thinking of others in creative reviews, consistently framing work against the brief/feedback and the broader cultural context of the project.

Technical Skills:

- Fluency in Microsoft Word
- Efficient in Pitch and Miro
- Proofreading and copywriting prowess a must

Place in the team:

You are line managed by the Writes Lead and coached by the Director of Brand Voice, allowing you the space to develop your skills in critical thinking and creative writing. You actively support more senior members of the Writes team and work closely with the wider studio collective.