

DHARMA

COPYWRITER

Based: Remote

Reporting to: Head of Marketing

Start date: ASAP

For your Why

Want to challenge yourself in a high-growth, travel-tech startup, create positive impact and bring the world together too?

DHARMA.

We believe the future of travel is passion-led, not destination-based. We create and host trips for the world's most inspiring people and iconic brands around what they and their community are passionate about most. Through our innovative B2B2C business model and marketplace we're revolutionizing the way travel is experienced, which is why Phocuswire voted us one of 2024's hottest travel startups.

Travel for PASSION. And work with it too.

As **Copywriter** at DHARMA your core responsibilities are to create and commission all copy and content across a wide range of channels, placement types and for multiple voices and brands. You develop short-form content such as social posts and paid media adverts, medium form such as emails and presentation decks as well as longer form travel itineraries and webpages. As a wordsmith and expert storyteller with significant travel and lifestyle writing experience, your copy engages prospects, excites guests, resonates with Talent and represents their tone of voice and brand as they would themselves.

Along with developing copy for the sales, talent, trips and marketing teams, you also create optimized content around clear SEO objectives that deliver against our business goals.

You confidently own the DHARMA brand voice, developing and deepening the brand cohesively across different channels and for different customer types. You equally respond to briefs on new brands with partners, proposing multiple concepts for new brands with strong brand expressions and value statements.

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You're always data-led in your approach, proactive, solution-orientated and prioritize skillfully. You uphold consistently high quality standards, yet are steered by "done better than perfect" to achieve fast turnaround times and large throughput. You embody a start-up mentality and work with high intensity. If you want to have impact, ownership and the chance to build something bigger, then this is for you.

Who you will be working with

You will report to the Head of Marketing as part of the Marketing and Growth team. You'll support channel specialists for CRM, Social Media and Marketplace and lead brand development with our design agencies. You'll work collaboratively with internal teams, optimizing the DHARMA website with our Product team, positioning trips with our Talent team and developing proposals for our Sales team. You will work with and grow a pool of talented content producers and creators.

What you would be working on

The three main pillars of this role are managing, developing and delivering as follows:

MANAGE

- **Production.** Interpret creative briefs and requests to copy concepts and once aligned to final deliverables.
- **Presentation.** Deliver pitches that punch and when requested participate in client-facing meetings to explain solutions and/or receive briefs.
- **Research.** Conduct research and develop travel-centric solutions that understand a client's needs and target audiences.
- **Standards.** Act as chief proofreader to ensure brand consistency and high editorial standards are met across all content output.
- **Quality.** With an eye for detail, deliver on-brand, tone-accurate content for DHARMA and our partners that is free from glitches, errors and content-breaks.

DEVELOP

- **DHARMA Voice.** Grow a living, unified voice for DHARMA that is brand cohesive yet can comfortably adapt to varying categories, customers and channels.
- **Creative Proposals.** Respond to briefs on new brands with partners, proposing multiple concepts for new brands with strong brand expressions and value statements.

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- **Brand Structures.** Introduce a framework of all necessary components to empower internal stakeholders and enable external partners to develop copy and content to brand.
- **Optimized Creative.** Continually raise the bar on creativity, innovate widely and optimize constantly to develop fresh copy and campaign approaches that connect with the desired audience and drive action.
- **Build Resource.** Recruit and manage freelancers as needed for specialized copy projects.

DELIVER

- **Product.** Write compelling, highly optimized product copy including itineraries.
- **Marketing.** Write engaging copy for various channels including CRM and website.
- **Content.** Develop and commission content in various forms across owned channels that ensures a consistent brand voice.
- **Talent Marketing.** Write assets that resonate with Talent and represent their tone of voice and brand.
- **Insights.** Be data-led in your approach and make proposals on copy development and optimization that deliver against business goals.
- **Efficiency.** You work with high-intensity and achieve fast turnaround times and large throughput.
- **Priority.** You prioritize based on results over urgency and achieve high standards with a done is better than perfect mentality.

Additional skills you bring

- 5+ years experience creating copy and commissioning content.
- Previous experience in a B2B or agency environment would be a plus.
- Previous experience with communication and/or marketing strategy would be a plus.
- Proven ability to demonstrate brand voice.
- Excellent editing and proofreading skills with a diligent eye for detail, language, flow, and grammar.
- Gifted storyteller with impeccable writing skills and the ability to craft compelling copy that engages and delights.
- Proficiency with project management software and ability to manage multiple planning projects simultaneously.

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- Well-versed in travel destinations with extensive on-the-ground knowledge of regions and countries worldwide.
- Finger on the pulse of trends in fitness, wellness, fashion, food, and current events.
- You have a growth mindset. You are resourceful. You knock down walls.
- Meet and match our martech: HubSpot, WordPress, monday.com, make.com. Strong interpersonal skills, experience managing cross-cultural and geographically dispersed teams, and with a strong ability to motivate others.
- Proactive, self-motivated, and an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations.

More about our team

We are a highly diverse, close-knit team of colleagues – an open, honest, highly respectful and self-accountable group of people, who work in an environment of mutual trust and support. We understand the value of work/life balance, and all of our team members enjoy flexible working hours and working from home.

Perks and Benefits:

- Exciting startup environment
- Ambitious progression framework
- Inspiring stock option scheme (ESOPs)
- Competitive annual leave
- Discretionary bonus scheme - TBD (performance-based)
- Computer provided
- Flexible hours
- Opportunity to annually attend a DHARMA trip

Hiring Process

Our goal is to give you the opportunity to present yourself in a supportive environment. Your first point of contact will be with our People Team for a brief video chat. We will provide space for you to ask questions about the company and role. If we both feel a connection, we will invite you to respond to a Technical Assessment that simulates the kind of work you would be producing should you be hired for the role. You will then meet with the Hiring Manager to review this assessment together, followed by a final Team Interview.

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You're still here. And that's a good sign.

Building the travel company we wish existed is so much more than a checklist.

Research tells us that some candidates are put off from applying, because they do not tick every box. We recognize that people come with a wealth of knowledge and experience beyond just the technical requirements of the job. If your experience is close to what you see listed here, but you don't tick every box, please still consider applying. Diversity of experience and passion for the tech and travel industry as a whole are the keys to innovation and excellence; therefore, we encourage people of all backgrounds to apply to our positions. Please let us know if you require any additional accommodations during this recruitment process.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#).