



Effective for: 2011

JOB DESCRIPTION & ANNUAL ACCOUNTABILITIES

NAME: TBC
POSITION TITLE: Copywriter (contract)
DEPARTMENT: Sales & Marketing

REPORTING TO: Content Manager
DIRECT REPORTS: Nil
LOCATION: Melbourne

POSITION PURPOSE:

The aim of this role is to produce quality copy across Intrepid's online and offline destination collateral. This copy must adhere to all Intrepid style guidelines and restrictions. It is the copywriter's responsibility to maintain a consistency between online and offline destination copy and make sure that no spelling errors, typos or grammatical faux pas slip through the cracks. The copywriter will also be responsible for building a good working relationship with the relevant Operational teams and ensuring all content is factually correct at time of printing.

QUALIFICATIONS AND EXPERIENCE

Have excellent grammar and command of the written English language
Ability to understand and interpret creative briefs to ensure all copy reflects that brief
Experience in writing for SEO
Experience in Project Management
Superior attention to detail
Ability to solve copywriting issues with word count constraints
Familiarisation with InDesign is an advantage

OTHER SKILLS AND ATTRIBUTES

A strong team player with good interpersonal skills
A creative and flexible approach
Being able to self-manage and meet deadlines efficiently
Ability to master content management systems quickly
Excellent communication and organisational skills
Ability to work efficiently under pressure while maintaining accuracy
Superior attention to detail
Responsible and reliable
Passion for travel in the Intrepid style
A sense of humour

Annual Operational Accountabilities	Benchmark Measure
Produce quality copy for Intrepid's online/offline destination information	Deadlines for all relevant Intrepid destinations met
Editing of Intrepid's online/offline destination information	Deadlines for all relevant Intrepid destinations met