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Storyteller

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Company: Bellroy

Location: Not Specified

Category: other-general

IN A NUTSHELL We're after a narrative-obsessed, idea-led, perspective-seeking word wizard. At Bellroy, we're relentless about making great product that helps people move through the world, and using our success to drive positive impact for people, animals and the planet equally. The business is growing, our product range is growing, and the purpose behind it all is getting stronger by the day. In other words, we have good stories to tell and we're looking for someone who can help us tell them! We pour ourselves into making products that balance art and science. And making sure the voice that wraps around our brand does the same. As our Storyteller, you would be responsible for championing the voice of the brand, crafting campaign narratives, writing great ad headlines, ideating on ways to get our stories across our social platforms, narrating videos, as well as copywriting some emails, product descriptions and social captions. We have a strong brand, meaningful stories and eager audiences. Are you someone who can harness the first two, to capture and enthrall the last? We want to meet you **YOU COULD BE THE ONE IF** You are a mid-weight copywriter, with a global sensibility and unnerving level of curiosity. You can tailor your words to a brand, an audience and a channel. You're intrigued by culture and how shifts within it shape the world forever thinking about how communication is changing, and where the most interesting conversations are taking place. To you, a pen and blank paper feels exciting, a constant beat of execution feels motivating. And campfires are probably your happy place, because you love spinning a tale or going deep on a topic with friends, always dancing between entertainment and insight. You're a critical thinker and creative problem solver. You love a big picture brainstorm, but can zero in on the detail just as deftly. As a language and

grammar geek, you know the rules. And that means you also know when and how to break em. You re precise. But you can shake things up when the page or room of people is feeling too serious. You ask an annoying amount of questions to understand all angles, and can t help but draw on human psychology whenever you craft a message. You are always looking to understand and therefore better engage your audience. You get excited about brainstorming campaign ideas. You can t wait to delve into a lengthy update on our sustainable material program. You relish the chance to provoke healthy debate in an Instagram post crafted in just the right way to spark just the right debate. And you appreciate the opportunity to interview interesting people, drawing out the nuggets that feel fascinating and entertaining for our audience, specifically. You love being a voice of the brand. And maybe you feel excited by the idea of being its face sometimes, too.

IF YOU WERE HERE LAST WEEK, YOU MIGHT HAVE: Called a creative team brainstorm to workshop ideas for a new content series
Written out a bunch of ad headlines, then identified two contrasting concepts that you could test and measure the effect for next time
Recorded an interview with a Bellroy ambassador, to craft an introduction for our audience
Written the week s social captions (with conversational ease)
Worked on a pitch deck that sells a new product range to retailers
Written a press release for an upcoming campaign
Helped craft a job ad, just like this one, to appeal to exactly the right human
Reached out to our materials developer for info on our recycled materials program to inform our next Good Business Update
Written up a description for a new product, and initiated a UX copy test in the process
Found yourself in a TikTok rabbit hole to keep up with what the kids are doing , or a deep dive into an article about how language is evolving.

LOCATION & HOURS This is a full-time role based in Collingwood, Melbourne. (We may consider a remote working arrangement for the right candidate.)

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