

FREELANCE PRODUCT DESCRIPTION COPYWRITER

GANNI is looking for a Freelance Product Description Writer for GANNI.com

As Freelance Product Description Writer, you will support the Editorial Brand Copy Manager and our Ecommerce team. The purpose of the Freelance Product Description Writer is to ensure the written content of all products going live on GANNI.com meet our unique tone of voice, fully describe the item in a sophisticated manner and ensure correct spelling and grammar.

Preferably you are based in Copenhagen. If not, travelling to Copenhagen will be required the last week of April/ first week of May.

DUTIES & RESPONSIBILITIES:

- Proof every product description for upcoming collections
- Ensure on-site consistency of product description, title structure and content
- Undertake a full site audit
- Correct product descriptions
- Attend and recap GANNI seasonal sales design meetings, showroom walk throughs, and seasonal merchandising meetings
- Support Editorial Brand Copy Manager in developing and writing compelling product storytelling and seasonal narratives for key products, collections and craftsmanship
- Collaborate and work effectively with different departments and teams and regularly communicate to ensure copy is accurate and informative

THE IDEAL CANDIDATE WILL:

- Be a native English Speaker or fluent in English / Fluency in other languages is a plus
- Relevant experience in copywriting preferably at an editing level
- Degree in English: Preferably First Class Honors.
- Highly organised with the ability to multitask.
- Have a strong attention to detail.
- Proficient user of Excel/Google Docs.
- Thrive in an entrepreneurial environment and will be highly self-motivated and passionate about the GANNI
- Able to work under pressure and prioritise in a fast-paced environment
- Able to fact-check, self-edit and proofread own work
- Interested in fashion and have a knowledge of current trends and terminology
- Be available from the end of March/Start April for 6-8 weeks

APPLICATION:

Please send your application and CV to job.freelancecopywriter@ganni.com

As we interview candidates continuously, we ask you to kindly send your application as soon as possible.

Expected start date: April 2019.