

DHARMA

COPYWRITER: Travel

Based: Remote

Reporting to: CXO

Start date: ASAP

ABOUT DHARMA

Our mission is to bring the world together through the power of shared experience. DHARMA is a fast-growing, travel-tech startup based in London, UK and Abu Dhabi, UAE. Our innovative business model creates, builds, launches, and operates private-label travel brands for the world's most iconic people and brands. We are proud to have happy clients across a range of industries from best-in-class fitness companies to A-list celebrities. Our dynamic, enthusiastic team has a positive impact on the world and does exceptional work. Together, we are revolutionizing the way travel experiences are built, promoted, and delivered.

JOB OVERVIEW

The copywriter will work closely with our in-house team to develop copy for a portfolio of travel brands that span categories from wellness, to culinary, culture, and cannabis. The suitable candidate will be a wordsmith and expert storyteller with significant travel and lifestyle writing experience who will support us in crafting brand expressions from naming and pithy social content to longer form travel itinerary writing, web content, blog posts, marketing emails, campaign development, internal communications and more across multiple channels. Along with developing new writing the role will also involve supporting our international team to ensure all written work is executed at a high standard. The suitable candidate must have an ingrained interest in modern culture and the current zeitgeist to ensure the content we are creating is bold and ahead of trend.

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RESPONSIBILITIES

- Develop and implement brand guidelines and tone of voice standards for travel brands that span categories from wellness, to culinary, culture, and cannabis
- Comfortably vary voice, style, and other characteristics demanded by the industry, company, or target audience at hand
- Write product copy including hotel descriptions and itineraries
- Write marketing copy including engagement emails and website content
- Continually raise the bar on creativity, writing fresh copy that connects with the desired audience and drives action
- Conduct research and develop travel-centric deliverables from branded packing lists, to destination guides and more
- Act as chief proofreader to ensure brand consistency and high editorial standards are met across all content outputs
- Support with copy from the initial discovery and portfolio ideation stages through planning, campaign development, brand activation, sales launch, and beyond
- Recruit and manage freelancers as needed for specialized copy projects

QUALIFICATIONS

- Relevant copywriting experience, preferably with some time spent in an agency environment
- Gifted storyteller with impeccable writing skills and the ability to craft compelling copy that engages and delights
- Ability to manage multiple planning projects simultaneously across highly diverse categories, from sport to fashion, cannabis to art
- Excellent editing and proofreading skills with a diligent eye for detail, language, flow, and grammar
- Proven ability to demonstrate brand voice
- Proficiency with project management software that facilitates the creative process such as Monday.com
- Exceptional portfolio of work
- International traveler with impeccable taste and extensive on-the-ground knowledge of regions and countries worldwide

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- Finger on the pulse of trends in fitness, wellness, fashion, food, and current events
- Experience in a fast-paced, dynamic start-up environment preferred

HOW TO LEARN MORE

Thank you for your interest in DHARMA. We genuinely appreciate your enthusiasm.

To apply for this position, please send us your résumé and cover letter. Feel free to submit the form linked [here](#) or send us an email at jobs@seekdharma.com. Our hiring team will be in touch within five working days to update you on the status of your application.