

Johannesburg, South Africa (Onsite)
www.bbb.co.za



WHO WE ARE AND WHAT WE DO (OUR PURPOSE)...

Bottle Buhle Brands has been in the business of changing the lives of many since 1998, empowering people to earn a sustainable income and to create similar opportunities for those around them.

A place where meaningful work and empowering people to grow to their fullest potential is at the heart of everything we do. With our own fragrance (or what some might define as culture), which includes a diverse mix of beautifully unique personalities who all contribute to our purpose.



WE ARE LOOKING FOR...

A passionate and creative copywriter who loves to write compelling marketing and promotional material for a wide variety of products and services. These materials can range from product packaging, labels, catalogue, blog posts and email copy.



WHAT YOU'LL GET THE OPPORTUNITY TO DO...

To continuously inspire people with your words and ideas.

Help define the brand voice and ensure that all copy is consistent with this voice by writing, editing, and proofing materials. Including story branding and scriptwriting for video.

Ensure that there is a good digital presence for the company, with skilled knowledge and experience of SEO, keywords, and social media marketing copy.

You will also get the opportunity to:

- Continually raise the bar on creativity, writing fresh copy that connects with the desired audience and drives action
- Comfortably vary voice, style, and other characteristics demanded by the industry, company, or target audience at hand
- Maintain up-to-date knowledge of communication and client-related industry trends
- Stay updated on appropriate style guidelines and brand voice for consistency in messaging
- Interpret creative briefs to develop and produce creative concepts through execution on assigned brands
- Research and understand the client's needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings

- Write original copy and edit content for a range of corporate marketing and communications materials
- Collaborate with different departments and a creative team, from concept development to delivery of final product
- Present copy concepts and final deliverables to internal team, and to relative departments as needed, and participate in brand pitches on occasion
- Revise copy based on internal and client feedback/direction



YOUR EXPERIENCE AND QUALIFICATIONS SHOULD INCLUDE...

- 5 - 10 years' experience within a similar position
- Bachelor's degree in English, Journalism, Marketing or Communications
- Experience in proof reading
- Excellent portfolio of work
- Deep knowledge of story branding
- African languages would be advantageous



YOUR SKILLS & ATTRIBUTES SHOULD INCLUDE...

- Excellent English written and verbal communication skills
- A creative thinker, skilled in writing and editing content with an attention to detail
- Superb writing, editing and proofreading skills with a diligent eye for detail, language, flow, and grammar
- Strong organisation and project management skills
- Thrive under pressure.



JOIN US...

- You can apply by sending your CV via email to people@bbb.co.za

OR

- Apply directly by visiting our website (bbb.co.za/careers)