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Hello and welcome.

We're looking for a freelancer writer to work with us for the rest of 2017, writing useful and thought provoking content that helps people deal with death.

There is potential for this role to become full time, though we're also happy to find someone brilliant in the short term if you're set on another path!



The role will be between 1 and 3 days per week, writing medium and long form copy.

You'll be covering a range of topics:

- Helpful guides - like this Simple Guide to Inheritance Tax
- Company progress - read about our launching our brand with the team behind AirBnB.
- Thought pieces - why Louise quit her job in fashion to become a funeral director.

About you.

Requirements:

- You'll be at home with words and love writing to convey ideas and help other people solve their problems.
- You'll enjoy research and not be daunted by having to dive into dense legalese.
- You'll want to work closely with a small and dedicated team on something meaningful.

Nice-to-have's:

- Experience of writing for Search Engine Optimisation (SEO)
- Experience of writing to objectives (e.g shares on social, reducing customer phone calls) and strike the right balance between quality and pace of output accordingly.
- Experience of putting together and running a content calendar.
- Interest in the weird and wonderful area we work in. Death isn't for everyone!

A bit more about us.

At Farewill, we're out to change the way the world deals with death, helping people to take control, personally and financially, of what matters to them after they're gone.

Why we do it:

We've got a problem with death. In the UK alone:

- 100,000 people every year go into debt to pay for an exploitatively overpriced funeral
- 97% of people don't have an up-to-date will - despite the average £9,700 extra it costs to die without one.
- 88% of parents haven't chose a guardian for their children
- Under 1 in 100 people leave a gift to a friend in their will.

For something that affects every last one of us, that's not a list to be proud of. In a $200B global industry, it's a huge opportunity to do things better.

What we do:

We're building the first consumer brand in death - across wills, funerals, probate services and more.

We launched our first product in November of 2016 helping people to take care of their wills online, for a fraction of the cost of seeing a solicitor in person. Since then, we've grown rapidly, and are on track to be the biggest will writer in the UK later this year. We're currently also working with the Law Commission to rewrite the law behind wills (which has stood unchanged for 170 years) and fully digitize the process.

In recent months we've have topped Designer News and Product Hunt (after rebranding with the studio behind Airbnb) and been featured in Forbes, The Times, The Guardian, Radio 4. We're also making waves in the charity world with over £17 million raised for charities on our platform through our partnerships.

Who we are:

We're a lean, product-focused team who love what we do. With backgrounds in design, behavioural psychology, and management consultancy, we're a diverse bunch of independent thinkers and humble learning machines.

Based in Haggerston in East London, we're backed by some of the best investors in Europe - from the founders of Zoopla and Wonga, to Kindred Capital and SAATCHiNVEST.

If you'd like to know a bit more about our team and how we do things, take a look here.

How to apply.

If you're interested in working together please send a brief email to dan@farewill.com answering the following questions:

Subject: "{insert your name} - Farewill Writer Application"

1. Why would you like to do this role? (100 words max)
2. Tell us about two bits of most relevant experience (two/three sentence for each max)
3. Send us a link to your work or portfolio
4. Send us your CV.

Thank you in advance for taking the time if you choose to apply. We'll review your application as soon as possible. If successful we'll ask you to do a short bit of (paid) writing, before having you in to meet the team and see you if you'd like to work together.