

Freelance Marketing Copywriter (m/f/x)

International Creative Team - Brand Marketing

Berlin

At HelloFresh Group, our mission is to change the way people eat forever. From our 2011 founding in Berlin, we've become the global market leader in the meal kit sector and inspire millions of home cooks across the globe every week. We've also launched an exciting ready-to-heat subscription service, Factor, that is revolutionizing the category in Europe.

About the job

HelloFresh Group is on the hunt for a freelance copywriter on a six-month contract who has experience writing for multiple brands. This person needs to have an expert understanding of how to leverage copy to build brand credibility and authenticity, as well as convert members of our target audience to become subscribers to HelloFresh and Factor. This role sits within the International Creative team, reporting to the Associate Director of Content Strategy and working closely with multiple local and global stakeholders.

Your responsibilities will include:

- Responding to briefs requesting that you develop and write impactful, creative copy across multiple touchpoints (paid social media, display ads, landing pages, CRM communications, blog posts) that is in line with our brands' marketing strategy and wider business goals
- Following brand, messaging and tone of voice guidelines
- Engaging with stakeholders to align on key messages and benefits to be communicated through copy
- Working with our design team to create marketing assets for multiple online and offline channels, from static banner ads to dynamic video
- Rigorously proofread copy to make sure there are zero typos or grammatical errors in all our communications
- Manage content via Google Suite and Jira so that it flows smoothly to stakeholders and translators
- Working on-site in the HelloFresh Group Studio in Moabit two days per week

Who we are looking for

- Freelance copywriter based in Berlin
- BS/MS from a top tier university in Communications, Creative Writing or another related field of study
- Outstanding skills in English copywriting
- Experience in structuring and writing copy for our key marketing channels, especially CRM, paid social media (Meta), digital display advertising (Google Ads), landing pages and SEO/A
- Experience working with brand guidance documents, such as tone of voice guides and brand architecture
- Ability to write for multiple projects and brands simultaneously, changing tone and tactics as needed
- Project management skills and ability to deal with a large variety of stakeholders
- Ability to achieve goals while managing scope, time, quality and risk
- Ability to understand our products and target audiences
- Minimum three years experience in a copywriting or communications role, ideally in the areas of food or tech
- Knowledge of German, French, Italian, Spanish, Swedish, Norwegian, Danish, or Dutch is a plus

Are you up for the challenge?

Please submit your complete application—including portfolio or samples of copywriting work—to mfo@hellofresh.com