

Eminence Organic Skin Care Copywriter – NEW ROLE

How to Apply

Please send a cover letter and resume to careers@eminenceorganics.com with 'Copywriter' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website www.eminenceorganics.com, Facebook Page www.facebook.com/EminenceOrganicSkinCare and YouTube Page www.youtube.com/user/eminenceorganics.

The Application

Closing Date for applications: 9pm PST Sunday, November 18th, 2018

***Update on Friday, November 30th, 2018 screening & interviews are in process, however, applications submitted immediately are still welcomed and considered**

Competitive Salary, Bonuses, Medical Benefits, Wellness Program, Product Discounts and Green Transportation Incentives

Location: Cambie and Broadway, Vancouver, BC, Canada at Eminence Organics' Central Office

Our Products

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic® skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

Our Company

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today.

Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)®, recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year

Our Core Values

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

Role Summary

The Copywriter is responsible for developing and writing content under the guidance or direction of the Marketing Manager, PR Manager, Project Managers and the Director of Marketing & Communications. The Copywriter will write online and traditional Customer-facing, End-Consumer-facing and Team-member-facing content to support projects such as product launches, Customer (spa) support and prospecting for new Customers. The Copywriter will work with key stakeholders to implement tactical marketing deliverables and branded communications for Eminence Organic Skin Care and its key Customers. The Copywriter will work with the Sales Team to develop tools and promotional material that effectively represent the company's products and services to Customers and Prospects.

The Copywriter may also help with our internal communications to further develop understanding and alignment amongst all of Eminence's team-members for Eminence's vision, mission and goals.

This is a fantastic opportunity to join a dynamic and exciting marketing team within a growing company.

Reporting and Peer Relationships

The Copywriter works closely with all members of the Marketing Team, including the Director of Marketing & Communications. The Copywriter will also work cross-departmentally especially with the teams in Product Development, Sales, Customer Development and Customer Education.

Roles and Responsibilities

Duties and responsibilities include, but are not limited to:

Copywriting & Editing

- Create creative positioning strategies and communications strategies based on industry trends, seasonal stories and current product collections
 - Transform those strategies into written copy for our trade and End-Consumer marketing channels
- Develop content from concept to completion (including proofreading and editing) for a variety of projects, tasks and deliverables including: advertising & promotional copy; internal & external corporate communications; Eminence's websites; and print materials.
 - This includes a wide range of collateral including, but not limited to, newsletters, brochures, training materials, sales tools, web copy, company descriptions and executive biographies
- Ensure the adherence to Eminence Organic Skin Care brand standards for written content and copy in all marketing communications print and web initiatives - ensure brand integrity in all lines of Eminence Organics' business
- Check overall presentation of copy to ensure consistency in terms of copy style, font & format, product information (where applicable) and performance accuracy, in addition to the regular proofreading concerns of spelling, grammar, punctuation and adherence to established proofreading guidelines (i.e. the *AP Stylebook*)

Customer Support

- Develop effective and imaginative copy concepts that support each Customer's objectives both internally and externally
- Use Creative Briefs to ensure a strategic and effective use of internal resources, to capture accurate information and to deliver effective results
- Brainstorm visual and copy ideas with members of the Eminence creative team
- Continue to investigate new opportunities to enhance Eminence's written content and work closely with the Sales team

Brand Development & Management

- Working with other members of the Marketing Team, create assets that describe our brand and allow us to articulate the Eminence brand consistently both internally and externally. Examples may include the Eminence Brand Book
- Create and maintain an Eminence Organic Skin Care Copywriting Style Guide
- Maintain these documents so that they reflect any changes in brand styles or guidelines

Administration

- Create and maintain Standard Operating Procedures for Communication tasks within Marketing
- Create and update PowerPoint presentations
- Perform other marketing-related duties, including supporting the Public Relations and Digital teams, as assigned

Reporting and Meetings

- Attend and support the weekly Marketing Meeting
- Attend the Eminence Organic Skin Care Annual Business Conference, as required
- Attend other meetings as required

Performance Expectations

- Exemplify the Eminence Organic Skin Care core values
- Keep commitments and meet deadlines
- Maintain exceptional relationships with all Eminence Organics' Customers, suppliers and partners
- Ensure accuracy of facts, grammar and spelling in all collateral
- Use appropriate business language in all communication
- Be willing to work extra hours during busy periods and when requested
- Respond to internal and external Customer calls and emails within 1 business day

Experience Required

- Post-Secondary degree or diploma in Communications, Marketing or related field
- 3+ years of experience in copywriting, marketing and/or public relations
- 1+ year experience in web copywriting
- Corporate Communications experience an asset
- Skin care industry experience an asset

Skills Required

- Impeccable written (including spelling and grammar) and spoken English
- Exceptional proofreading and editing abilities
- Exceptional attention to detail
- Advanced knowledge of Microsoft Office suite and web-based technologies
- Ability to multitask
- Ability to prioritize tasks & available resources, while demonstrating excellent time management
- Project management abilities
- Ability to articulate thoughts & ideas clearly to gain commitment
- Superior interpersonal skills
- Operating with a forward-thinking, growth mindset
- Knowledge of Content Management Systems (CMS), Customer Relationship Management (CRM) tools and other online software (e.g. Survey Monkey, MailChimp) an asset
- Knowledge of project management software (Asana or Trello) an asset
- Knowledge of design software (e.g. Adobe Illustrator, Photoshop) an asset