

thankyou.[™]

WHY THANKYOU?

**Change the world with
a group of passionate
and determined people.**

We're a social enterprise that commits 100% of profit from our consumer products to end global poverty. Some say we're taking on the impossible. So it's a good thing the team believe impossibility is only someone's opinion, not a fact.

Today, our water, personal care and baby products are stocked in over 5,500 outlets in Australia and New Zealand, including all major supermarkets. Through hard work and determination, our personal care range has numerous products that are market leading, and others heading in that direction. Through this, we've given over \$5.8 million to help get safe water, toilets, food aid and child and maternal health programs to over 785,000 people in need in 20 countries.

At Thankyou HQ in Collingwood, Melbourne, we're focused on creating and delivering world-leading personal care products that surpass the expectation of our customers and enhance the Thankyou brand for one purpose only: the end of extreme poverty.

Everyone who joins our team is committed to bringing their unique fingerprint so that, together, we can achieve our purpose: to empower humanity to choose a world without poverty. We know that humanity is a lot of people and poverty is extremely complex, so we need the world's best minds and hearts in our team to be able to take on the impossible and see our dreams become a reality. Is this you?



WHY WORK WITH US?

PEOPLE

We are innovators, dreamers and change makers.

CELEBRATIONS

We celebrate special events and achievements together. We always want our team to feel as valued as they are!

FUN

Whether it's nerf wars, squat o'clock or rooftop lunches, we know working hard needs to be balanced out by having fun if we're going to change the world.

HQ

Located in Collingwood, we have a stylish, open-plan office to foster collaboration, all within walking distance to some of the best coffee Melbourne has to offer.

WELLNESS

Our kitchen is stocked with healthy snacks to make sure our team are powered throughout the day, employees have access to EAP counselling services and every so often the three minute angels come to give us all massages.

SALARY SACRIFICING

We offer salary sacrificing of general living expenses and entertainment costs which means you get to change the world and keep your disposable income.



COPYWRITER

Location: Collingwood, Melbourne Victoria

Position: Part time permanent

WE ARE LOOKING FOR

- At least 4 years' experience in copywriting, with at least 2 years' working with beauty or lifestyle brands.
- Ability to embody the Thankyou brand in every communication and interaction.
- A strong creative flair and proven record in developing unique solutions.
- Outstanding communication and influencing skills.

THE OPPORTUNITY

As someone who is passionate about seeing the effects of poverty end in our lifetime, you will use your extensive skills and knowledge in copywriting to drive strategic direction and execution across product packaging marketing activities, website and social media, resulting in sales growth, brand awareness and brand health for the Thankyou business.

Your responsibilities will include:

- Creating remarkable written text that works hand-in-hand with the visual concepts generated by Head of Creative.
- Write high-engagement social media, EDM, blog, website, product packaging and marketing copy that reflects our brand's voice.
- Collaborate with Marketing, PR and Customer Experience to develop a variety of content marketing materials.
- Ensure that all messaging in any print, outdoor or media campaign strongly positions our brand in the market with respect to competitors.
- Generate and update press materials (for example, media releases, company backgrounders and media alerts) as directed by the Marketing, PR & Communications Manager.

CONTACT

Please send us an email (careers@thankyou.co) with your CV and your cover letter answering these questions:

1. What's your favourite part of the creative process?
2. Whose words do you admire?
3. How would your friends describe you?