

THE
CABIN GROUP
World-leading rehabilitation specialists

Job description:

Job title: Copywriter

Responsible to: N/A

Direct Reports: Head of Content, Production and Social Media

Department: Marketing

Location: Chiang Mai, Thailand

Date: April 2018

About Us

Be part of a global addiction treatment and behavioral health service provider, dedicated to improving the lives of addicts and their families. The Cabin is the only purpose-built rehabilitation centre outside America, the largest in Asia and the only rehabilitation facility in the region with an onsite hospital, comprised of the highest international standard, with an 8-bed detox facility and 24/7 medical care. We take the best of western clinical methods, including evidence, abstinence, holistic-based practice along with Eastern mindfulness practice. As a result, our clinical product is very strong, substantial and unique.

We are looking to recruit for our fast-growing team! The successful applicant will join us at our fun and vibrant Marketing House 'Ban Lek' (5 minutes from The Cabin inpatient facility) near Chiang Mai, Thailand and as such this is an exciting opportunity for an excellent writer, editor and communicator to gain experience in a fast-paced, international and fun environment.

You will love writing copy to ensure we deliver successful marketing campaigns, promote our portfolio of products and raise the profile of The Cabin Group worldwide to drive admissions. Our products include differentiated villages within The Cabin that offer specialty treatment including; [Salam](#), offered in either Arabic or English, tailored to cultural sensitivities of Islamic heritage and values, [The Edge](#), a revolutionary young adult male programme (18-26) with an emphasis on experiential/physical activity, [R12](#), the only LGBTQ+ addiction program outside the U.S, and lastly [Rise](#) and [Reach](#) gender responsive male and female trauma informed addiction programmes.

Overall Purpose of the Role

About the role

We are in need of a junior copywriter who can connect with our global customers through multiple channels. In this role, you'll be responsible for writing digital and of- line marketing materials, product descriptions, website content, social and email copy. We are looking for a candidate with 1-2 years of work experience or someone in their gap year who is creative, innovative and able to easily adapt to changing content requirements based on the priorities of the business. You'll enjoy writing content with the aim of increasing The Cabin's reputation as delivering clinical excellence in addiction treatment, provide tone of voice as outlined in the brand guidelines to ensure prospective clients are quickly able to gain an understanding of who we are and what we offer as well as compose content to help generate leads and increase sales.

Key Accountabilities and Responsibilities:

- // Writing clear, compelling copy for various mediums e.g. AdWords, blog posts, newsletters, email, website and brochures
- // Develop and maintain a unique voice of our brand across all channels
- // Communicate The Cabin's core message to its target audience
- // Create campaign taglines and brand-positioning statements
- // Support creative development with insight and ideas
- // Write and edit copy supporting marketing big and small, both online and in print
- // Deliver copy concepts with a high level of professionalism
- // Use SEO principles to maximize copy reach
- // Edit and proofread all completed outputs in adherence to The Cabin's quality control process and accountability for final proof as needed
- // Write high-engagement social media content that reflects our brand's voice
- // Working with creative professionals to write marketing content for digital campaigns
- // Collaborate with marketing, PR, client experience and affinity partnership team to develop a variety of content marketing materials
- // Produce error-free content that adheres to the company's style guidelines
- // Taking initiative and personal responsibility for maintaining knowledge of the products, programmes and industry themes
- // Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- // Simultaneously manage multiple projects with short deadlines

Person Specification

The role sits in the Marketing team, and will be proactive and help shape the culture of the team. Additionally, the following knowledge and experience is required:

	Essential	Desirable
Experience	Experience in producing copy for digital, print and broadcast channels. 3 to 5 years of relevant experience in copywriting.	
Qualifications / Professional Training	BSc/BA in Journalism, Marketing, Communications, Creative Writing, English or related degree Solid understanding of SEO concepts preferred.	Journalist degree
Skills / Knowledge	Proven experience as a copywriter or related role. Excellent writing, editing and proofreading skills with great attention to spelling and grammar. Demonstrated success in writing copy for social media presence. Strong research skills. Proficiency with Microsoft Office software, including Word, Excel, PowerPoint, Communicator and Google G-Suite. Communication and presentation skills.	Knowledge of online content strategy and creation Knowledge of clinical and therapeutic language

Personal Qualities

High-energy team player, innovative thinker and a self-starter.

Excellent time management and organizational skills. Conscientious approach to work assignments; enjoys operating at a fast pace while staying flexible to shift tasks frequently.

Flexible and resourceful, ready to step in wherever needed.

Passion for advancing the care of patients and the experience of healthcare professionals.

Collaborative by nature with eagerness to own projects and results.

Sensitive to holistic communications - interplay of language and visual relationship.

Understanding and passion for the helping people with addiction or mental health issues.

Must be sensitive to a variety of communication needs.

Collaborative team player.

Thinking Style

Quick learner of in-depth product knowledge

Professional demeanour with strong ethical standards and comfort level in a changing environment.

Must be creative, strategic and operational.

Can be motivated by the vision when current systems and processes are challenging.

Doesn't wait for others to fix a problem.

Circumstances

Chiang Mai, Thailand, based role

Minimum 1 year contact

The Vision for the New Team Members

Values and behaviours

They guide how we act, behave towards others and go about our day to day work. Team members should be able to demonstrate these values:

All future team members will need to demonstrate the following:

// People

We treat people with warmth, dignity and respect.

We show kindness, care and understanding.

We treat people how we would like to be treated.

// Passion

We work with enthusiasm and energy.

We strive for high standards and always try to do our best.

We innovate, take risks and try new things.

// Partnership

We listen carefully to others and try hard to understand.

We share insights, ideas and resources.

We act with integrity, building trust.

TERMS AND CONDITIONS

Listed below are some of the key benefits of working with us

POST: Copywriter

CONTRACT TYPE: Permanent or 12 Months contract

SALARY: TBC

PROBATIONARY PERIOD:

Confirmation of appointment is subject to the successful completion of a 6-month probationary period.