

**Our client Vinted (Kleiderkreisel)** is an international company that runs the world's largest marketplace for second hand clothing and accessories. 14 million members in Europe and the US rely on us to find the best deals on pre-loved fashion, and sell clothes they used to love. Proud of its innovative, startup-minded culture, Vinted is strengthening its team in the company's Berlin office, looking for an

### **German Copywriter (m/f) (Berlin)**

With Germany and Kleiderkreisel being the company's biggest market, Vinted aims to change shopping habits around the world and make second hand the first choice.

#### **SUMMARY OF THE ROLE:**

We're looking for a German copywriter who will shape and develop the Kleiderkreisel and Mamikreisel brand voices in Germany and Austria.

If you're a creative with experience in writing copy for websites, apps, email marketing, editorial and digital advertising, have a good understanding of online marketplaces and are eager to test your ideas in action - join us.

Native German and near-native English language skills are key in this position.

A successful candidate will take full ownership of the way our brands communicate in German. You will base your work on our international brand style guide to develop a distinctive voice for our products in the German and Austrian markets.

In this position, you will be responsible of making sure our brands stand out thanks to a their tone of voice, and the copy in our products is eloquent and effective.

If you like the idea of working in a constantly changing startup environment, are an open and respectful team player who is eager to learn more and develop - join us.

#### **RESPONSIBILITIES**

- Localisation and development of our communication in German
- Audit of existing copy
- Managing tasks related to creating copy for our product, as well as our marketing efforts

## REQUIREMENTS

- Proven ability to adapt local copy to match an international brand's Style Guide
- Experience in writing website and app copy, and maintaining a maximum similarity between the two
- Creative writing skills, backed by examples of your work
- Ability to work in a team of copywriters and designers to create copy that best suits a specific goal
- Excellent German and English
- Experience in writing for a female audience and/or fashion-conscious audiences
- Bonus: experience in writing ads for Facebook, Google AdWords and Google Universal campaigns' copy

If you are interested in this position, please send us your application stating the earliest date you could start and indicate your salary expectations to [jobs@sparkhrconsulting.de](mailto:jobs@sparkhrconsulting.de).