

# Holm Marcher & Co.

## Copywriter for Capture One

The Capture One brand is looking for a visionary wordsmith that can reinvent and implement an inspirational, creative, and no compromise communication strategy. If you dream of working with some of the world's best photographers and if you think, you could have done this application better, this might be a position for you.

## About Capture One and Phase One

Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. The company is a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications.

From this Phase One has developed Capture One, the award-winning professional choice in image editing software. The software offers fast and powerful RAW conversion, image editing and asset management. Capture One is the no compromise choice in image editing software. Capture One's offices is based in Copenhagen, Denmark where they embrace the high demand of Scandinavian design excellence. They are dedicated to delivering the best image quality and user experience, and through their commitment to serve and support worldwide customers, they now have offices in New York, Tokyo, Cologne, Shanghai, and Tel Aviv, as well as expert teams of global partners.

To strengthen Capture One's development and positive momentum within the industry, they are now looking for an experienced and creative Native English Copywriter who knows how to create engaging concepts and content.

## The position

As a Copywriter with the Capture One, you'll play an essential role in creating strategy, best work practices and writing copy for owned and paid channels. It is therefore of uttermost importance that your craft is exceptional, and that you can adapt your writing style to a range of formats from short social and ads to longer formats and scripts and that you are able to own the tone of Capture One. One of your responsibilities will be to introduce and deliver brand consistency across all brand work and brand touch points within the business and provide clear, creative guidance and feedback.

## Other work tasks include:

- Help with updating and developing creative guidelines to assist the implementation of correct tone of voice across all written deliveries.
- Sign off on copy for creative on big campaigns: print, social media, ads, web, video script etc.
- You'll be a driving force in creative projects, in cooperation with campaign and marketing managers. For example, developing and implementing CVI, brand guidelines, innovative concepts for campaigns, and creating and reviewing POS materials.
- You will be working with the Management team to create effective measures, sign off, feedback and de-brief processes.
- You will work closely with both marketing teams and commercial and sales teams to write inspiring and engaging copy as well as working with the graphic designer to deliver on-brand POS material.

The position is full-time at their Frederiksberg office and they are looking for someone who is ready to elevate their brand, enforce high quality in their creative work and create effective internal processes. You will work among a team of dedicated, international colleagues in the marketing & commercial department, who will be challenging you on a daily basis and you'll become part of a team that works full steam ahead – no time to get bored and always new, exciting projects just around the corner.

## Your profile

As the ideal candidate you come with a degree in Creative Writing, Communication, Journalism or another copy-related field. The position requires that you have a minimum of 5 years of experience as a native English copywriter and a portfolio showcasing a high level of concepting and craft skills. English is your mother tongue and you are able to communicate effectively both orally and in writing. As Copywriter, you get to express your great ideas, tell amazing stories and transform them into collateral that reaches across all platforms. It is important that you have passion for ideas

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that makes a difference as your job will be to help bring Capture One's amazing stories to life and lead other skilled creatives along the way. Moreover, you possess strong communication skills and high ability to work with teams internally as well as high level of digital and social understanding. In addition, you have experience working within tight deadlines and on multiple pieces of copy (and visual elements if teamed with AD). International experience is advantageous and photography industry experience or strong interest in photography is a plus.

As a person you thrive on working in a fast-paced, ever-changing environment and you are full of enthusiasm for new projects and good at getting others equally engaged. In addition, you have a creative and strategic mind set and can manage projects from brief to end-user with some direction. So, do you want to be a part of a market-leading, ambitious and vibrant company in rapid growth and can you tell engaging stories about Capture One? Then you may be the right fit for this exciting new position.

### **Interested?**

If you want to know more about the position, you are welcome to contact Klaus Markholt-Hansen at tel. +45 2991 1037 or mail: [kmh@holmmarcher.dk](mailto:kmh@holmmarcher.dk)