

a kaleidoscope
of writers



**Stranger
Collective**

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BRAND WRITER & EDITOR or BRAND STORYTELLING LEAD

Full or part-time: 30–40 hours a week (flexible options available)

£34-42k pro rata dependent on experience

[Stranger Collective](#) is on the lookout for an experienced brand thinker, writer and editor to join our core team in an exciting new phase for the agency. Based in Cornwall, with a hybrid studio in Falmouth, we're reframing what makes us different and how we deliver work – and are fired up to find the right new team member to help us take this all forward. (Please note: this could be a remote position for the right person.)

Do you relish the opportunity to unknot a tricky brand proposition?

Are you head over heels for naming projects?

Are you accomplished at unpicking the nuances of tone of voice?

Do you have the skills to distil hours of insightful conversations into a pithy and compelling message?

If wielding the power of words to win hearts, change behaviour and amplify impact gets your pulse racing, then this may just be the role for you.

About us

Stranger Collective is a brand storytelling and creative content studio that nurtures the very best talents and ideas to create words that count – from magazines to brand strategy, tone of voice to interactive exhibitions, and much more.

We're a small agency bursting with big ideas, attracting international brands but keeping our roots well and truly in the Cornish soil we've grown from. Built by partners brandishing 20 years each in the creative industries and a team of dedicated storytelling specialists all committed to [making a difference](#), our soul is shaped by [the ethics](#) that drive us, effecting positive change wherever we can.

At Stranger, size matters. Staying small means we can keep quality and creativity high; build strong, lasting relationships with clients; and give everyone we work with the added value and attention they deserve. On top of the crack team of writers and thinkers at our heart, over the years we've drawn a wide collective of creatives and artists to us – filmmakers, art directors, digital developers, sound artists, illustrators, animators and more – so we can shape the very best team for every brief.

Our clients come in all shapes and sizes. From global corporations such as Arm and Kodak, to national institutions including the NHS, Nesta, National Trust and VisitBritain; from charities like Surfers Against Sewage and Cool Earth, to challenger brands and regional disruptors including Another Place hotel, Bath Fashion Museum and land&water, the sectors we work with are varied but the same thing sits at the heart of every project. We find the story and we tell it well. Because we know if we do that, the sky's the limit.

Whether it's sustainable fashion or semiconductors, regenerative farming or ocean activism, craft gin, design-led hospitality or natural bodycare – by thinking differently, diving deeply and crafting carefully, we keep our days varied and our clients happy.

But it's not all about project work. Alongside client briefs, we run a programme of self-initiated projects throughout the year, from publications to exhibitions, creative breakfasts and fireside talks, to bigger one-

off events like [Raft](#) and [Strangers on a Train](#), and even [dawn swims](#)... Find out more on our [Happenings page](#), or check out [Strike magazine](#).

We're a team of high performers and we expect a lot of everyone, so we balance this out with:

- A 'Slowdown' week AND one week's agency 'Shutdown' every summer – on top of your annual holiday allowance – to give our whole team a well-deserved break
- Annual wellbeing and training budgets for each core team member
- Performance-related annual bonus

About the role:

A key member of the core team, this role will give you a great opportunity to flex your creative muscles and really make your mark, shaping brand messaging and content for a diverse range of projects and clients worldwide.

We've worked hard to establish an impressive reputation for top quality work; it's the cornerstone of our business and something we value above all else. As part of your role, you'll work alongside the Stranger partners and our wider collective of freelancers to hone sharp copy for a mixture of heavyweight global clients and ideas-driven businesses, charities and start-ups, to inspire action and get results.

From ideating campaigns to writing and editing long-form editorial features, developing unique verbal identities to writing memorable video scripts, your role will be multi-faceted. But it doesn't stop with the creative.

We aren't like other agencies – we purposefully don't have account handlers or client services. Our writers and creators are the first port of call for our clients and forge strong authentic relationships with them from the get go. It means clients feel cared for and heard, while also ensuring the work we deliver is fit for purpose. Because of this we're looking for a uniquely skilled individual with both the creative chops to produce perfectly polished ideas, and the organisational brilliance to run a project smoothly from start to finish.

From first phone call to final delivery, you'll be responsible for managing some of our client projects, including kick-off meetings, scheduling and managing feedback, to make sure every project leaves the good impression our reputation is built on. On any given day you could be developing proposals, running pitches, taking briefs, scheduling and managing production, commissioning writers and overseeing delivery as well as thinking, writing and creating yourself. For some people that level of variety will seem daunting. For the right person, we're sure it will be a challenge you're eager to rise to.

Shaped to fit

2024 will see Stranger changing. We're reshaping our core team to make sure we keep delivering killer work while building a culture and approach that is better for everyone in the business. This means the role we're recruiting for has flex. It's your skills and ambition we're most interested in; we're ready to shape the role to fit your experience.

It could be that you're fresh and talented, coming in at brand writer & editor level. A capable and driven midweight writer and creative, you'll be looking to grow and develop your skills to a senior level with us. OR you might be a more experienced writer, editor and creative professional on the hunt for a purpose-driven agency that thinks like you, ready to bring your energy, creativity and project management nous to the table and lead on projects from the get go.

With this in mind, your role could include (but is not limited to):

- Working with Stranger Collective's partners, core team and freelance/ 'permalancer' team – as well as leading on the delivery of some client projects – on concept development, research and interviewing, writing content, editing copy, proofreading and managing the implementation of client amends

- Playing a key role (along with Stranger Collective’s partners) in verbal identity/ tone of voice/ brand story consultancy work, preparing and running branding and tone of voice workshops, ideating campaigns, and writing strategic copy, tone of voice and messaging platform documents/ materials
- Briefing, editing and proofreading both in-house and freelance writers’ work
- Project management including scheduling, client liaison, team briefing, facilitating creative brainstorming, presenting work to clients and troubleshooting
- Contributing to pitches, proposals and tenders as requested by the team
- Helping develop our new rolling internship programme
- Contributing to the marketing, messaging and culture building of the studio and community

Nature of work undertaken:

It should go without saying that you’ll need to have a creative outlook, exceptional writing and editing abilities and top-notch communication skills, as well as the proofing eye of a well-schooled hawk. You’ll be a team player with an innate curiosity about what makes people tick, but also a proactive doer, ready to pick up the mantle and run with a project solo, working head-down when it’s needed to get the job done. Ours is a fast-paced, deadline-driven environment, but the rewards that come with that are manifold.

In this role you’ll be reporting to Stranger’s two partners, as well as being encouraging, approachable and hands-on in your support of the wider creative team. Beyond your own projects, you’ll help deliver work for other team members. The nature of our work is both structured and reactive, so you’ll need to have a flexible approach to your time and respond resourcefully to any unexpected tasks that come your way. You’ll have to be prepared to gen up on industries, sectors and products far and wide, master subjects you may never have heard of before, and in general keep your outlook open – variety is one of the best parts of this job.

Essential requirements	Desirable requirements
<ul style="list-style-type: none"> • A deep and current understanding of branding, and what makes powerful brands stand out • Ideas-driven and ability to execute ideas effectively, to brief • Sharp, honed writing and a knack with adapting to different tones of voice • Diverse experience in the media and/ or creative industries, including creating commercial copy at midweight copywriter level • Excellent project and time management skills • Excellent editing and proofreading skills, with a real eye for detail • Excellent communication, presentation, negotiation and problem-solving skills • Excellent digital and social media skills • Ability to be adaptable and respond to the needs of a small business with big ambitions 	<ul style="list-style-type: none"> • Production experience across print, web, apps, film, audio/ podcasts and interactive • Experience writing digital content with knowledge/ insight into digital marketing, multiplatform content, social media strategy and industry trends • Full clean driving license

Diversity

Stranger Collective welcomes applications from everyone – whatever your background and career path. Different ideas, perspectives and backgrounds create a stronger and more creative work environment that delivers better results. Our commitment to inclusion across race, gender, age, religion, sexual orientation, identity and experience drives Stranger Collective forward every day. We don’t simply comply with the Equality Act (2010) – we go further and take pride in nurturing and supporting a diverse and unique workforce. We respect all religious faiths, beliefs and practices equally as they are represented within the

workplace and provide reasonable support and equipment for individuals with disabilities or health conditions. We've recently undertaken a big diversity equity and inclusion project to look at how we can evolve our working practices and further develop a team culture that is open, welcoming and accessible to all. Once you start, we can talk you through our action plan, what we've done so far and the different ways you can get involved.

Duration

Initial contract for 12 months, with the potential to extend at the end of this period. The successful candidate will start in February/ March 2024 (tbc).

Location

We work in a hybrid, flexible system, with a minimum of one shared day a week in the studio for everyone local to our office on Killigrew Street in Falmouth, Cornwall – with the option to be based in the office if preferred. Depending on your location, we can discuss the best approach for you that will fit with your needs and our team working culture. We're happy to consider applications from anywhere in the UK, and do not expect you relocate – but some travel for team meet-ups and events will be necessary.

How to apply

Please send a cover letter, CV and two examples of relevant work to Helen Gilchrist and Clare Howdle at hello@stranger-collective.com

Application deadline: Monday 8 January

Interviews: 15–26 January

Start date: February/ March 2024 (TBC)