



## Job Description

Job title:	Junior Writer
Department/Brand:	Editorial
Reports to:	Head of Social Editorial
Duration:	Perm
Hours:	Full time / Weekends required
Office Location:	London, UK

## About Jungle Creations

[Jungle Creations](#) is an award-winning social-first publisher with offices in London and New York. The company owns and operates a number of hugely popular media brands that create and publish content across social media including; VT, Twisted, Four Nine, Craft Factory, Level Fitness and Lovimals, which together have amassed over 120 million followers. Jungle Creations exists to create ideas that get people to thrive online and in the real world. The business works with clients including the likes of Diageo, McDonald's and Unilever, to help them do the same, with the company winning The Drum's sought after 'Branded Content Team Of The Year' for the last four years in a row. Today the business has branched out into eCommerce with many successful ventures under its belt including Twisted: A Cookbook and Lovimals personalised pet apparel. Jungle Creations is also home to The Wild, an award-winning social-first creative agency that helps brands turn heads and make it matter, specialising in social media management, branded content, production, influencer, and performance marketing.

### Role Purpose

The Junior Writer will work with our Editorial team to help source and create written content that is published and shared across several of the Jungle Creations brands. All of our articles are created to entertain and inform our audience and help to continue to grow our social channels.

### Key Responsibilities

Writing primarily for Junge's flagship brand, VT.co, the role will be expected to help editors source and write news and entertainment pieces, ensuring all work is written to a high standard, with a quick turnaround, and following the brand's Style Guide.

On occasion, the role may be asked to write for the company's other brands, such as the crafts/parenting site CraftFactory.com, the women-first site FourNine.net, or our food & drink site Twisted.net.



Additionally, all team members must ensure that all articles are “packaged” (social caption, social image, and titled) to be as engaging as possible for our audience.

As well as following the best practices in terms of writing and formatting, you will also support editors to ensure all stories are factually accurate, observe copyright laws, and are finished so as to not break Facebook guidelines. Articles must also follow set SEO guidelines, and writers must become familiar with platforms such as WordPress, Crowdtangle, and Google Analytics.

Once initial training has been provided, this role will also involve working multiple weekend shifts each month.

#### Background and Experience

- An English or Journalism degree is preferred, but not required.
- Experience writing for online publications is also preferred.

#### Skills & Competencies:

- Create engaging articles with the purpose of informing and entertaining our audience, while also generating the best possible revenue from our on-site programmatic setup. Writers should be driven by helping to grow each of our pages and the company as a whole.
- Accompany all written content with eye-catching and appropriate social creatives (featured images, titles, and social captions), driving the highest click-through possible.
- Completing articles quickly, but without harming the overall quality of the piece.
- Adhering to all set style and formatting techniques - such as SEO best practices.
- Possess a proficiency and willingness to learn on Google Analytics, WordPress, various social media networks, and other online platforms and publishing tools.
- An adaptable writing style to suit the tone and audience the piece requires. This could be reporting a factual breaking news story for VT.co or an entertaining feature piece on Twisted.net.
- Your adaptability will also be tested when writing articles with a particular focus; such as brief breaking news stories, long-form feature pieces, video-focused articles, or entertainment listicles.
- Source the best possible stories and content of the day, with each suggestion, thought through in terms of suitability for our audience and “virality” - therefore receiving the best engagement achievable.



- Supporting the senior editors with sourcing and other minor editorial duties.
- Strive to hit set daily and quarterly targets, both as an individual and as part of the Editorial Team.
- Work collaboratively with Writers and Editors, discussing ways to improve and innovate the sites' output and growth. Overall, we want every member of the team to help to motivate and build an excited, engaged, and fast-paced media team.

Bonus Points:

- Knowledge of media law
- Basic photo editing skills
- Knowledge of SEO

All employees are expected to comply with the company code of conduct, act professionally with colleagues, treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflects Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.

Measures of success and key stakeholders:

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs are made up of both skills and behavioural competencies. Jungle Creations is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

KPIs:

1. To support editors and fellow writers to ensure daily and monthly targets are hit. This includes:

- Ensuring all articles are written to a high standard, formatted correctly, and includes everything listed in the new Style Guide.
- Sourcing for content and having titles accepted.
- All articles are packaged in the best possible way to be posted on Facebook (social title, social cap, and social image).

2. Ensure no articles are flagged for fake news/sensational news, and no content goes against licensing laws.

- Articles must not include quotes/images we are unable to use.

- All articles must be researched and not be “fake news”. Writers must flag if a title they have been set is spurious or lacking in information.

3. To ensure you are hitting the daily minimum number of articles as set by your manager and within the correct timeframes.

## We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

### Our mission

*‘We exist to create ideas that get people to thrive online and in the real world’*

### Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

#### **Collaborate.**

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease, and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

#### **Innovate.**

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in industry.

#### **Champion.**

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

## Post Covid-19 Plan

We have carried out a full risk assessment and have moved to a permanent hybrid working system that sees staff split their time between the office and home (government guidelines



allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.