



Campaign Copywriter (contract, remote)

About Bluebird Backcountry

Bluebird Backcountry is the first and only fully human-powered, in-bounds backcountry ski area in the country. With a mission to make backcountry skiing safer and easier to learn, our operation features a 1,200-acre avalanche-evaluated and ski-patrolled area with zero chairlifts. Guests come to try backcountry skiing, develop their backcountry skills, and explore new terrain in a relatively safe, welcoming, social, and COVID-friendly backcountry environment. In short, we bring together the comforts of a ski resort, the expertise of a guide service, and the adventure of the true backcountry.

Bluebird Backcountry is located on the Continental Divide in Colorado, halfway between Kremmling and Steamboat Springs. However, this short-term contract position is remote (or based out of our office in Golden, Colorado).

Our team has a welcoming, energetic, get-it-done culture. We are excited to introduce a new way to think about skiing... and to see just how far we can take the Bluebird Backcountry concept.

Job Summary

We're looking for a contract copywriter who is experienced with campaign launches. As we orchestrate pre-season communications, we need an extra hand to develop stories, information, and sales content across channels—website, blog, social, email—and generally support our marketing efforts. The ideal candidate:

- Is an experienced copywriter and storyteller
- Has exceptional communication and organization skills
- Is a marketer at heart and deeply understands sales funnels
- Has experience working on campaign launches
- Has at least a basic ability to edit simple videos from existing content
- Is proactive and thrives in a fast-paced, get-it-done, self-directed work environment (we'll provide plenty of guidance, feedback, and support but need you to crank on your own, too)
- Has availability to collaborate for 20–30 hours/week
- Can begin ASAP and work through the end of September
- Has a familiarity with backcountry skiing and intuitively understands Bluebird's audiences
- Has a passion for sharing backcountry experiences with others

Duties

- Campaign and site-map planning
- Story development
- Website, sales pages, and product pages content development
- Newsletter copy development
- Image and video editing (light)
- Interview and collaborate with team members to create compelling stories
- Report to and check in regularly with marketing team
- Other related duties as assigned

Commitment

We seek a contractor who is excited to commit to 20–30 hours/week over the next two months. The position begins immediately and runs through the end of September 2021, with potential to extend further into the preseason/season. We are also hiring full- and part-time marketing positions in the near future, and this role could give you the chance to prove your chops for one of those roles.

Location

The Campaign Copywriter is a remote position and can operate from anywhere with good Internet and phone access. If you're based in Colorado, you're also welcome to work out of our office in downtown Golden.

Compensation

This position is a short-term contract role, paid hourly at \$20–\$45/hour depending on experience. You'll also get a Bluebird Backcountry season pass for 2021/22.

To Apply

Contact Erik Lambert at erik@bluebirdbackcountry.com with “Campaign Copywriter” in the subject line. Include the following:

- A resume detailing your experience and contact information
- A brief cover letter that includes your availability and why you'd be the perfect fit for this role
- 5 diverse writing samples
- Video edit samples (optional)