

Copy & Content Specialist

Got a sharp pen and a curious mind?

If you can write copy that sells, edit copy that doesn't, and you light up a little when you find a sharper way to say something — then this might be the right opportunity for you.

We're looking for a Copy & Content Specialist to join our Creative Team, where dedicated colleagues turn ideas into work people actually notice.

You'll write across our different brands, set the bar for editorial quality, and help shape how we work. Over time, the role grows into a Copy & Content Lead position with broader project leadership across the marketing organisation.

What you'll be doing

On any given week, you might be:

- Writing copy that earns its place — social, display, print, scripts for TVCs and radio, blogs, ads, and everything in between.
- Adapting your tone of voice to brand, channel, and audience, and making sure our editorial output feels like it comes from one team.
- Acting as the final pair of eyes before things go out the door, assuring high quality copy from colleagues, agencies, and AI workflows alike.
- Helping shape and maintain the AI workflows that support our editorial production, starting with in-house voice-over across all Whiteaway markets, and bringing your own ideas for where AI can sharpen the work.
- Spotting weak spots in our content, the gaps, the tired phrases, the missed opportunities — and doing something about them.
- Working closely with colleagues across Creative, Media, and Marketing to make sure great copy actually lands where it should.

What success looks like

After your first year, we'll know this hire was a great one if:

- Our copy reads sharper, lands harder, and feels consistent across brands and channels — with noticeably less rework along the way.
- Our AI workflows for editorial production are running smoothly, well-documented, and producing output you'd be proud to put your name on.
- Editorial quality is safeguarded everywhere copy shows up — including the AI-automated touchpoints — with clear instincts for when a human needs to step in.
- Creative, Media, and Marketing all see you as the go-to person for copy and content — someone who lifts their work, not just delivers your own.
- You've laid the foundation for the next step — growing into a Copy & Content Lead role with broader project leadership across the three departments.

We'd like to think that you

- Have 2 years of experience as a copywriter, content specialist, or in a comparable editorial role — from an agency or in-house team.
- Master the Danish language — that's non-negotiable — and have a strong working **knowledge of** English on top. It is an advantage if you know a bit of Norwegian or Swedish, but not a requirement.
- Can write commercially in more than one tone of voice. You can be playful, you can be precise, and you know when to be which.
- Are genuinely curious about AI in editorial work — you've experimented, you've got opinions, and you know where AI helps and where it shouldn't be left alone with the keyboard.
- Are motivated by the idea of growing into project coordination over time.
- Are structured and conscientious — you plan, you follow through, and you don't need someone chasing you to do it.
- Communicate well with stakeholders — you can brief, push back, and align without making

things harder than they need to be.

Background in journalism, rhetoric, communication, or a related field is a plus. So is experience from internal communications, where writing for different audiences and tones is part of the daily craft.

What we offer

- A role with real craft at its core and a clearly defined path to grow.
- A creative team of 24 colleagues who genuinely care about the work and the people doing it.
- Lots of room for your own professional development and for you to make a visible impact.
- A flat, informal organisation with short decision-making processes and a high degree of independence.
- A wide range of employee benefits, including healthcare, lunch scheme, gym, Friday breakfast, employee discounts, and social events.

About Whiteaway Group

Whiteaway Group started with a simple idea, a commitment to our customers, and a passion for digital innovation. Today, we're a successful retailer, selling and delivering household appliances across Scandinavia. We're change-makers at heart — it's the very core of everything we do.

We're committed to creating an inclusive environment for all employees and welcome applicants from all backgrounds, beliefs, and identities.

How to apply

You do not need to submit a traditional cover letter — simply answer the three questions in the application process and upload your CV. That's it! We'll screen and interview on an ongoing basis — so please don't hesitate to apply.

Please attach examples of your work or a portfolio. We want to see how you write, not just hear about it.

Need more information? Contact Creative Lead & Manager Daniel Aude Kjeldsen at dkj@whiteawaygroup.com. Applications are only accepted via the apply button only.