



Creative Writer

Nordik Group is a flourishing company whose goal is to rise to the top of the health, wellness, and tourism industries. We have proven ourselves as an industry trailblazer through our commitment and our mission. The goal of the Nordik Group is to develop 10 spas across North America by 2027, and to push the industry to new heights by offering industry-leading and innovative experiences in order to transform the company into an international leader in Nordic-style spas.

To fulfil our primary mission of transforming people's lives, one visit at a time, Nordik Group is leading multiple projects and gaining momentum by identifying business opportunities, getting involved, and bringing promising, large-scale projects to life. By diversifying our activities, Nordik Group has created value and has grown its market.

We are currently on the lookout for talented individuals who, through their skills, will contribute to Nordik Group's growth and the fulfilment of the company's mission. Join our team.

Nordik Spa-Nature employees are committed to upholding our company values:

- Accountability
- Engagement
- Respect
- Integrity
- Team spirit

Main duties:

Reporting to the Marketing Production Manager, the Creative Writer is responsible for creating compelling content that will help grow brand awareness, engagement and customer acquisition for all the Nordik Group's services and experiences. The Creative Writer puts forward high-quality content to optimize community, guest and employee engagement while respecting Nordik's established writing tone and style.

The Creative Writer is fundamental in communicating our story and value through our website, social media, blog posts and other marketing channels.

Responsibilities:

- Create compelling, adaptive content for marketing campaigns and audience engagement to drive customer acquisition and retention;
- Use SEO best practices to drive traffic to our site;
- Regularly produce various marketing content, including email marketing, social media posts, blogs and articles;

- Actively manage and promote our blog and amplify the reach of our content using relevant third-party platforms;
- Proofread and edit content produced by other members of the team;
- Analyze content marketing metrics and make changes as needed;
- Collaborate with team members to make recommendations and create innovative and valuable content strategies;
- Perform any other related tasks.

Requirements

- Bachelor's degree in English, Marketing, Communication, Journalism or another related field;
- At least four years of experience writing for the web, including blogs, websites and social media for a B2C audience;
- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics;
- Excellent writing, proofreading and editing skills, in both English and French, as well as the ability to communicate and collaborate effectively;
- The ability to consistently meet tight deadlines;
- Experience in website updating and content management using a CMS (WordPress, preferably);
- The ability to do research and interpret data and statistics is an asset.

Profile

- Driven by a passion for storytelling, marketing and social media;
- Always the first to be aware of the latest trends in social media and marketing;
- Capable of working as part of a dynamic team;
- Methodical, precise, and detail-oriented;
- Ability to work under pressure and within tight deadlines in a fast paced and continuously changing work environment;
- Versatile, thorough, and autonomous;
- Skilled in communication and interpersonal relationships (clarity, empathy, consideration, poise);
- Good initiative and a proactive approach to daily tasks;
- Interested in health and wellness.

Salary

Based on the pay scale and benefits in effect at the Nordik Group.

Work schedule

Monday to Friday. Occasional evenings and weekends.

To apply

Please fill in the I-Recruitment job application questionnaire on our Careers page.