

TALENT DECK

Content Writer - Cornwall or London



ORIGIN

WELCOME

ORIGIN

We're pleased you have found us.

Origin is bound by one central ethos; to source exceptional coffee through a sustainable, triple bottom line approach.

Ultimately, it's about respect – for the people, the process, the coffee, and the brewing. We simply focus on making the coffee the best it can be.

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ABOUT US

ORIGIN

Bumpy jeep rides through the mist to early morning brews. You can trace the journey in every cup.

Our story began over 15 years ago, when speciality coffee was a fledgling concept in the UK. Owner, Tom has always been involved in the industry, working for his father's coffee business growing up. It was then during a trip to Australia in the early 2000s where he experienced their progressive coffee culture first-hand that the idea for Origin was born.

Now, with an 80 plus strong team of coffee professionals, a world-class coffee program, 7 coffee shops and an ever-evolving product range, we sit proudly as one of the UK's longest standing speciality coffee roasters.



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CERTIFIED B CORP

ORIGIN

BUSINESS AS A FORCE FOR GOOD.

Measuring and holding accountable, our entire social and environmental impact.

This is the gold standard of sustainability from the only certification that measures a company's entire social and environmental performance. The B Impact Assessment evaluates how a company's operations and business model impact their workers, community, environment, and customers. It interrogates everything from supply chains and input materials to charitable giving and employee benefits.



Costa Rica



Nicaragua



Ecuador

OUR WORK

ORIGIN

We've been fortunate enough to have travelled the world each year in pursuit of excellent coffee,

following the speciality industry's guiding principles of Direct Trade. And, each year, as we grow, we travel farther and wider, finding ourselves in the enviable position of being able to look beyond the expected. Our long-standing relationships remain the backbone of what we offer, but new explorations punctuate this and offer our customers a taste of the future.

We desire to empower and enthuse people at every stage of the coffee journey. Whether it's an impromptu over-the-counter conversation in one of our shops or a Speciality Coffee Association (SCA) accredited course in one of our professional training labs.



DEPARTMENTS

ORIGIN

Brand & Marketing



Customer Service



Education & Training



Finance, Operations & People



Production & Warehouse



Retail



Technical



Wholesale



ACCOLADES

ORIGIN



Recognising knowledge
and skill...

and rewarding consideration and creativity.
We're privileged to have supported some of
the world's leading coffee professionals, who've
won the following national and worldwide
industry competitions whilst they were working
at Origin.



The Roastery Team

THE ROLE

ORIGIN

We've come a long way since 2004—and we're just getting started.

As one of the longest-standing independent coffee roasters on UK shores, the love of coffee fuels everything we do. We are on an exciting growth journey, striving to deliver our own unique take on speciality coffee and hospitality to more people than ever before.

We build, nurture, and champion relationships at the source, celebrating producers, seasonality, and provenance. We support direct trade, traceability, and quality. From crop, to cup, every step of our journey is considered; we're proud to be held accountable, always striving for better ways to do business, placing people and planet before profit.

Our product spans more than just amazing coffee, we are also passionate about bringing the world of speciality to life through a programme of education. From teaching professional SCA qualifications to at-home enthusiast brewing courses. Our digital channels are also an opportunity for us to offer engaging learning content such as onsite 'how to guides' and inspiring social content series.

We are proud to roast for some of the UK's leading independent speciality coffee shops, bakeries, hotels, and restaurants. We have 1000's of at-home coffee subscribers and 8 beautiful coffee shops across London, Cornwall, Bristol, and Edinburgh (opening Spring '24).

THE ROLE



We are so proud our brand, it is an important consideration within each touchpoint of our business; every aspect needs to feel distinctly Origin. From the design of our coffee shops to our packaging, from an email subject line to our onsite journal and the pitch documents we write to win new business. The Content Writer plays a central role in ensuring our brand consistently remains on point.

The Origin Content Writer innately connects to the brand. A coffee lover who considers themselves as much a fan of our product as they are a member of the brand team. They can naturally place themselves in the shoes of our customers and craft exceptional stories which seamlessly span our different channels and audiences.

They understand the value and power that language and image can have in bringing our stories to life. This role works hand in hand with the Social & Content Creative to create stories which engage, inspire, and educate.

Being tuned into the commercial priorities of the business is essential for this role. Understanding the part they play in helping us achieve our goals, The Content Writer ensures they understand the business objectives of any project before getting to work.

RESPONSIBILITIES



The main areas of responsibility are

- Work with the brand team to develop, plan and execute stories and campaigns throughout the year (across journal, email, website, print and social) which align with our marketing and business objectives.
- Hold a close working relationship with Origin's Director of Coffee, ensuring you are connected and informed about our product and the messages we want to deliver.
- Align yourself closely with the channel marketing leads (ecommerce, retail, wholesale, product) to understand the business priorities and how you can support. This will include (but not limited to):
 - Creating SEO focused journal posts.
 - Crafting sales decks and pitching documents for the Wholesale team.
 - Delivering hard-working copy for in-store point of sale.
 - Writing and proofing assets for new coffee releases.
- Help to create a consistent tone of voice across all channels. Supporting the wider brand team in delivering this across everything we do (both internal and external).
- Support the Social Content Creative in crafting copy for our social posts.
- Work closely with the Graphic Designer and Social Content Coordinator to ensure cohesive copy, image and design alignment.
- Plan and deliver content for x2 emails per week.
- Collaborate with the marketing and brand team to facilitate a consistent voice and storytelling approach across all channels. Establishing tools to help you do this where required.
- Ensuring that TOV and content ideas remain relevant, current, and authentic.
- Support the wider business with ad hoc copy related requests; help to proofread content prior to release.
- Ensure the Origin Coffee brand positioning is always at the centre of your writing and content ideas. Challenge and question all ideas to ensure they are reflecting the brand as authentically as possible.
- Constantly take inspiration from the wider world of speciality coffee, hospitality, fashion, and lifestyle to draw ideas for Origin and share with the wider team.
- Immerse yourself in the world of speciality coffee, understand origins, processes, and varieties as well as the broader backstory of what the industry is all about (the good, the bag and the ugly). Use this to create an authentic voice which can allow Origin to inspire, educate and inform their audience – in a way that sets us apart from the competition.

ABOUT YOU



To be successful in this role, these qualities in you matter the most

- Someone who innately aligns with the Origin brand and understands the tone and positioning.
- A customer-first mindset.
- Excellent attention to detail.
- Great taste - you intuitively understand what is on and off brand for Origin.
- Aware and engaged with social and cultural trends that will help to inform how we communicate with our target audiences.
- World-class people skills. You can build strong relationships with Origin teammates from across the business to support the work you do.
- An entrepreneurial spirit. You understand how your work impacts the business and you feel empowered by your successes and motivated by your mistakes.
- Passion, energy, and aspiration in line with Origin values, products, brand, and customers.
- Thrives on positive change and able to manage self under pressure.
- Willingness to own and drive your own personal development plan and open to asking for and accepting feedback on performance.
- Organised, deadline focussed finisher, who can balance the day to day with thinking ahead.
- A strong sense of accountability.

OUR VALUES

ORIGIN

1.

We're honest, authentic and stay true to what we believe is right.

2.

We craft exceptional products and experiences which set us apart.

3.

We create an inclusive environment where everyone can strive for excellence and have fun.

4.

We take pride in the role we play and are driven to succeed.

5.

We treat people the way we like to be treated.



COMPENSATION + BENEFITS

ORIGIN

Competitive Salary

£30,000 FTE.

Nature of contract and working pattern

Permanent and full-time. Origin supports flexible working options for the right candidate who can meet both the role and the needs of the business.

Base

Porthleven, Cornwall or Southwark, London

Holidays

26 days including your birthday off, as well as 8 bank and public holidays.

Pension

Employer (5%) and Employee (3%) pension contribution, employees can increase their contribution.

Mental Health and Physical First Aid Training

We provide our employees with a toolkit for both preventing and addressing mental health crises in and out of work, providing genuine support, safety and happiness in the workplace.

Enhanced Maternity, Paternity, Adoption, IVF Journey Leave and Pay

We recognise the importance of family and provide enhanced pay to support all parents and their journey to becoming one.

Transitioning at Work Policy

We want everyone at Origin Coffee to feel comfortable to be themselves at work. We are committed to promoting equity and diversity supporting our colleagues who identify as trans and providing support through any transitioning process.

Financial Wellbeing Support

We have partnered with Wagestream, a financial well-being provider that offers financial coaching, money management, debt advice, and individual tailored advice

Employee Assistant Programme

A comprehensive suite of support from an (EAP) including help with physical, mental, and financial wellness at work

Continued Professional Development

We invest in all our employees by supporting personal development and encouraging you to broaden your experience and learning potential, led by you

SCA Training

Everyone who works for Origin can embark on the SCA training programme. Depending on your readiness to learn you can dip your toe in or immerse yourself fully. It's quite addictive!

An Employee Referral Scheme

Once you join Origin, you'll want to introduce like-minded people to us. When you do, they settle in and pass their probation, you earn £200

Other

Time off for volunteering, cycle to work scheme, free coffee at work and to take home, discounts in all our cafés and on our merchandise and partners. And of course, regular social and team events serving exceptional food, drink, and of course, amazing coffee!

HOW TO APPLY



To apply for the position, please apply via [Origin Coffee Careers](#). If you have a portfolio or digital format of any kind to support your application, please include this. Your application should explain your motivation for the role, and how your skills and experience fit the 'about you' section and outline your vision of how you'll succeed in this role. Do mention where you first saw the role advertised and your reason for applying. Early application is encouraged as we may close applications early if suitable candidates are identified.

Please note that only shortlisted candidates will be contacted for further steps in the selection process.

Hiring Process

Initial phone screening call (30 mins).

Capabilities and culture-fit interview onsite or remote depending on location and availability (1-1.5 hours).

Interviews

1. Initial panel interview to assess overall fit and alignment with Origin's company culture.
2. Technical interview to evaluate ability to craft compelling stories which resonate with the Origin brand across various channels and alignment with business objectives in content creation.
Behavioural interview to assess innate connection to our brand, ability to empathise with our customers, ability to collaborate with the team, and a proactive approach in understanding and aligning with the commercial priorities of Origin.

Interviews will be held onsite in Cornwall and London or remote, depending on location and availability (1-1.5 hours).

Please note that due to the volume of applications we receive, we are not always able to respond directly. If you have not been contacted directly, we regret that you have not been successful in securing a position at the next stage of the process.

DIVERSITY + INCLUSIVITY

ORIGIN

Support

If you have a medical condition or an individual need for an adjustment to our process, and you believe this may affect your ability to be at your best, please let us know so we can talk about how we can best support you and make any adjustments that may be needed.

Diversity and inclusivity statement

Origin Coffee is committed to make inclusivity, diversity, and equity part of everything we do, for our people to feel like they belong and are valued, respected, and supported to succeed.

Origin Coffee has come a long way over the last 18 years—and we're just getting started. As we continue to grow, we value and recognise the importance of building a workforce as diverse and unique as the journeys we take to source exceptional coffee. We take great care to build and nurture relationships with producers, scrutinise the supply chain, and seek innovative ways to craft incredible products, with care—all made possible through the individuals who come together at Origin. We are always reviewing and improving how and what we do, starting from within:

- better representation across our teams
- support flexible working
- continuously working towards removing barriers and bias
- building inclusive teams who represent people from all groups in society
- building a workplace environment where people are encouraged to speak out against discrimination and unfair treatment in any form
- supporting all our people to bring their whole and best selves to work.

Coffee Cupping



Barista Championship



Beach Clean in Porthleven

TOM SOBEY, OWNER & FOUNDER OF ORIGIN

“Origin and its people have been on a journey of exploration and collaboration. What we do has changed over the years, but our approach remains the same. Ultimately, it’s about respect – for the people, the process, the coffee, the brewing. We simply focus on making the coffee the best it can be. And we will continue to do this for evermore.”

The Roastery Café, Porthleven



Training Lab, London



COFFEE	
Black Coffee	2.00
Espresso	
Batch Brew	
White Coffee	2.00
Macchiato	
Cortado/Steak	
Flat white	
Latte/Longblack	
Beer Bar	Menu
Available	
Cold Brew	2.00

OTHER DRINKS	
Hot Chocolate	2.50
Mocha/Hot	2.50
Mocha/Ice	2.50
Mocha	2.50
Smoothies	+0.50
Espresso	
Tea	



THANK YOU

ORIGIN

Find out more
about Origin

 origincoffee.co.uk

 [@origincoffee](https://twitter.com/origincoffee)

 [@origincoffeeroasters](https://www.instagram.com/origincoffeeroasters)

 [@origincoffeeroasters](https://www.facebook.com/origincoffeeroasters)