

Christian Concern | Role Description

Written Content Creator (Marketing Copywriter)

Mission

Christian Concern is building a movement of Christians that brings the hope of Jesus Christ to the heart of society.

Purpose

Your role is to craft excellent written copy to build the Christian Concern community and inspire and equip community members to bring the hope of Jesus Christ to the heart of society. You'll also contribute to the development of our wider communications messaging, strategy and processes.

Context

Role title:	Content Creator/ Copywriter
Team:	Communications
Line manager:	Communications Manager
Direct reports:	None
Key internal relationships:	<ul style="list-style-type: none">• Supporter communications team• Church engagement team• Media / press office team
Key external relationships:	<ul style="list-style-type: none">• Existing supporters• Potential supporters / UK Christian community• Social media audiences• Church leaders

Priorities

In summary, this is what we think would constitute success in this role:

- **Inspiring copy that moves people to action:** we want written copy that draws people into the Christian Concern community and moves them to take action, for the good of society. We're looking for copy that is sensitive to different audiences, channels and genres, and that's always in line with our overall communications strategy.
- **Speedy output:** we need effective copy for a range of outputs, often on tight deadlines, meaning that you may have to work on different projects in parallel.
- **Great reviews from colleagues:** we want your colleagues to find it enjoyable and energising to work with you. We want to hear that they're impressed by how creatively, simply and quickly you communicate complex ideas in compelling copy. We also want to hear that they're confident that you will always deliver what has been agreed, on time and without reminder.

- **Improvement in communications across the organisation:** we want to see your influence in improving external communications across the organisation, whether that's in helping to improve our communications processes or messaging guides, giving tips to those writing thank-you letters to supporters, or contributing to campaign initiatives.

Main responsibilities

- 1 Producing copy for wide range of day-to-day digital and print products – for example:**
 - Call-to-action emails (e.g. 'Action Alert' and 'Prayer Alert' emails)
 - Weekly news emails
 - Website articles, features and general copy
 - Social media posts
 - Fundraising letters
 - Video scripts
 - Flyers and leaflets (e.g. for use at events)
- 2 Posting and placement of content on digital channels – for example:**
 - Creating and arranging email products (e.g. weekly news digest)
 - Posting website articles
- 3 Assisting with copy drafting and editing for longer-form outputs and projects – for example:**
 - Campaigning and advocacy material (including campaign specific websites)
 - Promotional and marketing material (e.g. for our 'Church Partnership' scheme)
 - Fundraising support material (e.g. 'case for support')
 - Resource booklets (e.g. helping Christian supporters understand a moral or ethical issue)
 - Comment pieces (e.g. on recent news events) for online or print
 - Occasional speeches and presentations
 - Briefing notes and reports (e.g. for Parliamentarians)
 - Scripts and storyboards for longer videos
- 4 Contributing to our overall communications planning and performance – for example:**
 - Input into development of organisational-wide 'key messages' on vision, values, core issues, cases and campaigns
 - Working with others to ensure consistency of messaging, style and tone across all channels (online and offline) (e.g. through the development of style and messaging guides)
 - Involvement in improving the management of overall 'story arcs' across communications output
 - Assisting with the development of more effective tools for clarifying and sharpening creative briefs at the outset, and helping internal stakeholders to use them
- 5 Assisting with initiatives to improve internal processes and effective delivery of events – for example:**
 - Assisting with training and development of event volunteers and speakers
 - Assisting with projects to improve internal team processes
 - Assisting with projects to improve the effectiveness and impact of our events
- 6 Performing other reasonable duties as required – for example:**
 - Assisting other members of the communications team as needed
 - Carrying out other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively

Key characteristics

This is what we think you'll need to be to succeed:

- **Godly:** you'll need to love God and others, to be passionate about our vision, want to see Jesus made known and be committed to our mission.

- **Brilliant at writing:** you'll need to love words and have a flair for writing, producing copy that is clear, concise, interesting, and action-orientated, across a wide range of subjects and suitable for a wide range channels, products and audiences.
- **Curious and creative:** you'll need to love getting to the heart of an issue, idea or story, and understand its context, so that you can communicate it clearly and creatively.
- **Accurate and attentive to detail:** you'll need to be determined that your copy always communicates accurately both at the level of tiny details and in the overall impression that it gives, and address any risks of misunderstanding.
- **Audience-minded:** you'll need to be able to put yourself in the shoes of our supporters, potential supporters, church leaders, journalists, those who oppose us, and others, and think about how we can most effectively communicate our message and serve our audiences.
- **Highly organised and reliable:** you'll need to be excellent at keeping track of different writing requirements and deadlines, and managing and planning your time effectively, so that you always deliver what's needed, on time, and without reminder.
- **Able to cope with ambiguity and change:** being a fast-paced, responsive organisation, the extent of structure or supervision may be limited, priorities, projects and objectives can change reasonably quickly, and information and instruction may be incomplete. You'll need to be able to cope, and even thrive, in this context. You'll need to cope with interruptions to your planned work and be ready to respond to short-notice requests without it causing you stress or frustration. You'll need to be effective at multi-tasking, and even enjoy the variation or excitement that it can bring.
- **Collaborative and communicative:** you'll need to be an excellent team-player, keen to help colleagues, and proactive in communicating well about what you are doing and what you need from others.
- **Eager to learn and grow:** you'll need to be keen to improve, develop and be stretched, and to value feedback, whether positive or negative.

For more detail about what we're looking for, see the person specification below.

Person specification

Vision and values	
Passionately supportive of Christian Concern and the Christian Legal Centre's vision, mission, ethos and our stance on campaign issues and cases	Essential
Willing to represent us and our message and mission through various channels (e.g. through public-facing role at Christian Concern events, email communications with supporters)	Essential
Willing to lead prayer and biblical reflection, and participate in our weekly prayer meeting	Essential
Committed to our Christian beliefs (as set out in our statement of faith) and to living and working in accordance with them, to recognising the authority of the Bible in all matters, and to maintaining your own discipleship of Jesus and being a good role model inside and outside the organisation.	Essential
Existing understanding of Christian Concern's main campaign issues and the theological principles underpinning our approach	Desirable

Character and temperament	
Works effectively in a rapidly changing and pressured environment, can cope with change and uncertainty, and multiple projects	Essential
Works well in a team and communicates well with others, even when under pressure	Essential
Takes responsibility, keeps projects on track despite setbacks, and hits deadlines	Essential
Works effectively when supervision or structure is limited, takes initiative, overcomes obstacles and takes proactive approach to problem solving	Essential
Highly organised, great time management, able to prioritise, takes a structured approach to work and can be relied upon to execute routine and delegated tasks without reminder	Essential
Excellent attention to detail, committed to accuracy and precision	Essential
Likes to improve things, eager to grow personally and benefit from training and feedback	Essential
Creative and innovative, with an eye for beauty and good design	Desirable
Willing to work flexibly when needed, including occasional working out of normal office hours	Essential
Experience	
Proven experience in writing copy for digital and print channels	Essential
Proven experience in marketing and communications context	Desirable
Skills and knowledge	
First-class written communication skills, with ability to write quickly across a range of genres and channels, tailoring message to different audiences, provoking interest and prompting action	Essential
Good oral communications skills	Essential
Excellent office IT skills (e.g. using Office 365)	Essential
Ability to quickly grasp our 'voice' and our 'message' on our issues of interest	Essential
Good knowledge of digital and other marketing / promotional methodologies, platforms and tools	Desirable
Good knowledge of website content management (e.g. WordPress) and email marketing tools (e.g. MailChimp)	Desirable
Good knowledge of graphic design, image and video editing tools	Desirable
Working knowledge of Adobe Creative Suite	Desirable
Working knowledge of HTML and CSS	Desirable

Qualifications

Degree level qualification (in relevant subject) or equivalent experience	Desirable
Qualification or professional body membership in marketing or communications	Desirable
Full, clean UK driving licence	Desirable

Other

Additional Information:

You may be required occasionally to carry out other reasonable activities necessary to ensuring that the work of Christian Concern and the Christian Legal Centre is carried out effectively.

There is an occupational requirement that the successful candidate be a practising Christian, committed to the upholding the Christian Concern statement of faith in lifestyle and belief.

For office use:

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