Copy Writer

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| **Ministry Area/Department** | Marketing |
| **Position** | Copy Writer |
| **Reports To** | Marketing Director |
| **Ministry Target** | Digital Community – Visitors - Members |
| **Position Is** | Volunteer |
| **Position May Be Filled By** | Church Member |
| **Minimum Maturity Level** | Stable, maturing Christian |
| **Spiritual Gifts** | Evangelism, administrative, shepherding, visionary, helps, faith-teaching |
| **Talents or Abilities Desired** | Great eye for detail, knowledge of or willing to learn digital design, community building, social media acumen |
| **Best Personality Traits** | Creative, Team player |
| **Passion For** | Leading people to Christ, helping others in their spiritual growth, building communities. |
| **Length of Service Commitment** | *One year Minimum* |

# Anticipated Time Commitments

1. **Doing ministry/preparing for ministry:** *5 hours weekly*
2. **Participating in meetings/training:** *Attend weekly meetings for content development and monthly meetings with Marketing team for calendar and event planning. Attend trainings as scheduled or required.*

# Purpose

# As the Copywriter for United Christian Faith Ministries and part of the Creative Department, you will be working collaboratively and independently to write content that clearly communicates the vision, ministry and goals of United Christian Faith Ministries. To do this effectively, you must be a daily mover and shaker, able to think on your feet and take initiative. You must have a large capacity for details and naturally speak the language of the creative industry. You’ll be expected to frequently bring new ideas to the table, and to value the execution of an idea as much as the idea itself. You should not be easily overwhelmed and should enjoy following through.

# Responsibilities/Duties

**Overall Tasks:**

* Assist Marketing as directed.
* Collaborate and coordinate with project managers and the social media team to launch digital campaigns for events, conferences, series, and other projects as needed.
* Write copy (as needed) for digital platforms that goes beyond informing by meeting needs and guiding experiences.

**Inbound, Email Marketing, and Social Ads:**

* Assist in the creating and implementation of communication flow that will convert prospective leads to active attendees engaging at United Christian Faith Ministries.
* Design, test, and launch emails within Churchteams.
* Assist the Marketing/Media team with maximizing blog content, videos, sermon messages, and print materials for use as downloadable offers or incentives.

**Specific Weekly Tasks:**

* Assist Social Media Coordinator as directed with editorial and proofreading efforts.
* Assist Web designer Marketing Director with monitoring and maintaining website content updates, email sends.

**General Team Expectations:**

* Contribute ideas to the creative process.
* Empower volunteers to help with any details you can give.
* Create and implement new systems that make us more efficient.