

Job Description

Job Title: Copywriter

Work Location: Witney (minimum 40% office base)

Who We Are

Every day, millions of Christians risk their lives to follow Jesus. In more than 70 countries, Open Doors supports them by supplying Bibles, providing emergency relief and helping persecuted believers stand strong for the long-term. In the UK and Ireland, Open Doors helps the church to pray, give and speak out for those who share our faith but not our freedom.

Job Summary

To lead on and manage key content projects. To write and coordinate creative, original and inspiring copy for a wide range of digital and print platforms in order to grow awareness of Open Doors' work and reach new audiences with the message of the persecuted church. The aim is also to increase existing supporter' engagement and loyalty to persecuted Christians through Open Doors.

The postholder will, as part of the Supporter Engagement directorate, take part in all tasks associated with mass communications to supporters and new audiences, through a variety of channels. They will provide high-quality creative copy that expresses Open Doors values whilst observing necessary security requirements and brand guidelines.

About the Team

Reporting to the Senior Copywriter, you will work closely with the Communications and Marketing teams. Other working relationships include the wider Open Doors team in Witney.

Hours

37.5 hours per week for full time role. Usually between 8.00am to 6.00pm Monday to Friday. Our policy is a minimum of 40% of hours in the office, with the remainder remote working. Wednesday is a mandatory office day.

Responsibilities and Requirements:

A writer in the Communications team is responsible for conveying with integrity the needs of persecuted Christians through a variety of digital and print channels. This needs to be done with due care and attention to security requirements. The aim is to encourage people to support their persecuted family by praying, giving and speaking out on their behalf. Members of the Communication team need to be in sympathy with the values, calling and mission of Open Doors, able to share this enthusiastically with a wide and varied audience – in line with brand guidelines – and be committed to their own personal growth and development in order to deliver the goals identified with their line manager.

Core tasks

- Assist in the research and writing of Open Doors printed materials, direct marketing and fulfilment copywriting, including the Open Doors magazine, campaign resources, direct mail and other written materials where directed. Taking initiative to suggest the most suitable content for a brief, including researching various content options and evaluating reasons why they should or shouldn't be used

- Write inspirational and topical content for digital communications, including web, email, social media and other media, on time, on brief and on brand, to reach new audiences, grow loyalty and generate active support for the persecuted church, through prayer, advocacy and giving.
- Generate original creative concepts and content work across digital, film and print platforms, working closely with design to project managers' briefs.
- Take independent initiative for the generation of content ideas and content, in response to news, updates from the field, and perceived omissions in digital and print content, to drive greater engagement and reach
- Lead on and manage key ongoing content projects and resources, overseeing process from concept to delivery, working with relevant stakeholders to ensure timeliness and quality
- Lead on and manage bespoke and ad-hoc content projects, including print resources, video scripts and digital content
- Create devotional content for digital and print that grow the faith of individuals and churches
- Feed back on quality and other elements to other stakeholders
- Be one of the internal authorities on security information for case studies and other field communications
- Carry out updates to the Open Doors website where appropriate and ensure a coordinated approach with other Open Doors communications materials.
- Maintain consistency across communications platforms and ensure all content used is of the highest standard and complies with Open Doors' values, security requirements and brand guidelines.
- Work cooperatively with Open Doors' Operational team and internal departments to ensure content is delivered on time and to a high standard.

The above job description is a guide to the work the job-holder may be required to undertake but does not form part of the contract of employment and may change from time to time to reflect changing circumstances.

Applying your Christian Faith to This Role

There will be many ways you will be able to apply your Christian faith and the outworking of your faith to the context of Open Doors. The list below gives some of the expectations of this role but is not exhaustive or intended to limit you:

- contributing to and leading daily devotions (this can be for the whole team or just smaller, departmental groups)
- participating in retreats, days of prayer and fasting, etc.
- committing to private prayer for the work associated with this role, e.g., closest colleagues
- working in a way that reflects biblical principles of leadership and service
- applying biblical principles of godly stewardship to operational responsibilities
- creating content that has a devotional element, helping increase the faith of supporters and churches
- being open and obedient to God's voice and direction in relation to any strategic matter and to always seek His will above all else.

Limits of authority

To operate within the ethos and aims of Open Doors, adhering to budget parameters and the Open Doors confidentiality agreement.

Who You Are

You will demonstrate the following essential criteria for this role:

Competency

- Qualification in English, journalism, media or marketing communications or demonstrable experience of writing for a digital online audience.
- Experience of copywriting and content creation in a content/marketing environment
- Experienced in taking initiative for content creation and managing the content creation process from concept to delivery
- Proven experience of writing effectively to briefs and delivering outcomes in a Communications or Marketing Communications environment
- Experience of working in a creative team on creative concepts.
- Excellent organisational skills.
- Proficient in writing for a variety of communications channels including print, digital and marketing.
- Proficient in Microsoft Word and PowerPoint.
- Proficient in CMS (for web management) and CRM (for emails), and able to edit webpages and create and send emails
- Excellent interpersonal skills.
- Able to work effectively as part of a team.

Character

- Able to work effectively under pressure, managing multiple projects to meet strict deadlines.
- Responsible and mature outlook.
- Excellent attention to detail, accuracy, and commitment to produce work of a consistently high standard.
- Enthusiastic and self-motivated, able to work under own initiative within a dynamic communications environment.
- Committed to producing high quality, clear and compelling copy. Highly creative, with exceptional written and verbal communication skills.

Culture

- Committed Christian who is completely in sympathy with the calling and mission of Open Doors.
- Active, practising Christian with a passion for supporting the persecuted church.
- Able to reflect Open Doors' core values.
- Chemistry with Open Doors staff.

In addition, it would be beneficial for you to demonstrate the following:

- Knowledge of Christian media, relevant charity and secular media and publications.
- Experience with Adobe Creative Suite.

Enhanced disclosure information may be requested from the DBS in the event of a successful application.

Our Statement of Faith

Open Doors is an evangelical Christian ministry

Our Trinitarian faith is enshrined and expressed in the historic creeds of the church:

We believe in God the Father Almighty, maker of heaven and earth;
and in Jesus Christ His only Son, our Lord,
who was conceived by the Holy Spirit;
born of the Virgin Mary;
suffered under Pontius Pilate;
was crucified, died and was buried.
He descended into hell,
the third day He rose again from the dead;
He ascended into heaven, and sits at the right hand of God the Father Almighty,
from where He will come to judge the living and the dead.

We believe in the Holy Spirit;
the holy Christian Church;
the communion of saints;
the forgiveness of sins;
the resurrection of the body;
and the life everlasting.