

POSITION TITLE: Writer, Digital & Print Marketing

EXEMPT
 NON-EXEMPT

REPORTS TO: Marketing Manager

GENERAL SUMMARY: The Writer, Digital & Print Marketing, is responsible for collaborating with all departments as needed to develop and create compelling content for all digital channels including websites, blogs, online communication and through print including direct mail, event collateral and print publications. The ideal candidate will be an exceptional writer with an SEO background who can capture the ministry's voice.

ESSENTIAL JOB FUNCTIONS:

1. Works directly with the marketing manager; conceptualizes, writes, and edits marketing and advertising copy and web content for a broad array of response-generating communication pieces, including: email, web, print, PR to reach Bible study leaders and students, donors and the public.
2. Plans and writes monthly letters for direct mail and pieces that go with it including prayer requests, email copy, reports, receipt letters and cases for support.
3. Optimizes published content based on SEO and other metrics.
4. Works to make sure all written copy is fresh, relevant, to the point and match the ministry's voice.
5. Adheres to the content calendar and strategy developed by marketing.
6. Understands multiple target audiences and writes needs-focused, story-based copy that is conversational and inspirational to move different audiences to action.
7. In charge of creating and planning an editorial calendar for all written content.
8. Develops, writes and distributes press releases and public service announcements which effectively gain media exposure for Precept Ministries International.
9. Contributes and adheres to brand standards, messaging and theme development.
10. Proofs, edits, and confirms product and promotional details.
11. Adheres to production schedules and deadlines.
12. Performs other job duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Strong writing, copy editing and conceptual skills.
2. Strong understanding of SEO.
3. Ability to develop new topics, research and find new stories.
4. Self-starter with determination for achieving results.
5. Strong writing, copy editing and conceptual skills.
6. Ability to work in a creative, collaborative team environment.
7. Strong attention to detail with projects and deadlines.
8. Willing to travel to locations to capture stories if necessary.
9. Working knowledge of Adobe InDesign, Microsoft Office, and Acrobat Suite.
10. Strong understanding of social media.
11. Ability to work with and follow project management software.

TRAINING AND EXPERIENCE:

Bachelor's degree in journalism, public relations or a related field.

3 to 5 years: copywriting

2 years: SEO

2 years: Digital marketing

Fundraising experience in a philanthropic or non-profit organization preferred

PHYSICAL REQUIREMENTS:

	0-24%	25-49%	50-74%	75-100%
<i>Seeing:</i> Must be able to read documents and use computer.				X
<i>Hearing:</i> Must be able to hear well enough to communicate with co-workers and clients.				X
<i>Standing/Walking/Mobility:</i> Must be able to move between buildings.			X	
<i>Climbing/Stooping/Kneeling:</i> Must be physically able to reach all filing cabinets, shelves and drawers for information storage.			X	
Lifting/Pulling/Pushing: Must be physically able to handle deliveries of small packages.		X		
<i>Fingering/Grasping/Feeling:</i> Must have the ability to write, type and use the telephone.				X

PHYSICAL DIMENSIONS: Light work: Exerting minimal force consistently to move objects less than 25 lbs.