

Job description

Job title: Junior copywriter
Work location: Witney (minimum 40% office-based)

Who we are

Open Doors is a Christian charity that is looking to recruit active, practising Christians to help meet the growing needs of the persecuted church worldwide. Hostility, violence and abuse of Christians around the globe is on the increase. Open Doors works in over 70 countries to ensure that those facing such persecution are not forgotten but can stand strong to serve their communities and give life.

Job summary

To write and help coordinate creative, original and inspiring copy for a wide range of digital, print and audio-visual platforms in order to grow awareness of Open Doors' work and increase support for the persecuted church through prayer, giving and advocacy. The aim is to reach new audiences with the message of the persecuted church and to increase existing supporters' 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, and working alongside the Copywriter, you will work closely with the Content 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. There is no maximum – staff are able to work up to 100% of hours in the office. Wednesday is a mandatory office day.

Responsibilities and requirements:

A writer in the Content team is responsible for conveying with integrity the needs of persecuted Christians through a variety of digital, print and audio-visual channels. This needs to be done on time, on brief and on brand, with due care and attention to security requirements. The aim is to connect people to the persecuted church, reaching new audiences and growing loyalty with existing audiences, encouraging them to support their persecuted family by praying, giving and speaking out on their behalf. Members of the Content 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 and prayer diary, campaign resources and other written materials where directed.
- Write inspirational and topical content for digital communications, including web, email and other media.
- Contribute to Open Doors social media platforms and help monitor and respond to communication via social media.
- Assist the Senior Copywriter and Copywriter in their production of copy and resources and other administrative tasks – for example, uploading to the website, proofreading, creating relevant social media copy etc.
- 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' 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 smaller, directorate 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, persecuted Christians
- working in a way that reflects biblical principles of leadership and service
- applying biblical principles of godly stewardship to operational responsibilities
- assisting in the creation of 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

- Minimum A level in English literature or language or an Arts/Humanities subject.
- Highly creative, with exceptional written and verbal communication skills.
- Aptitude at writing compelling copy for a variety of audiences.
- Knowledge of writing for a variety of communications channels including print, digital, audio-visual and marketing.

- Good level of proofreading ability.
- Good level of organisational skills.
- Experience with Microsoft Word.
- Good level of 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.

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:

- 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.
- Proven experience of writing effectively to briefs and delivering outcomes in a content/marketing environment.
- Experience with CMS (for web management) and CRM (for emails), and ability to edit webpages and create and send emails.

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.