

Part-Time Copywriter: Seeking a creative wordsmith to motivate, educate and inspire

Position Title: Copywriter

Department: Communications & Marketing

Reports to: VP of Communications

Date Last Modified: June 2024

Position Purpose:

We seek a contract or part-time, gifted wordsmith to help grow our ability to promote the Partners International story to our donor community effectively. This role will champion content that inspires donors by using communication vehicles from direct mail and social media to reports and webpages. This team member will be critical in telling our story, using our voice and ensuring consistency across all platforms.

As a copywriter, you will also help develop engaging and relevant content that captures our audience's attention and drives engagement. You will be responsible for crafting compelling messages and creating eye-catching basic visuals using templates.

This role requires creativity, attention to detail, software proficiency, and basic marketing skills. Candidates must also have a love for writing, an inquisitive nature, and a natural alignment with our mission, vision, and Christian worldview.

Responsibilities:

Donor Communications

- Collaborates with the Communications team to create effective communication material
- Writes various types of promotional pieces about our international partners with a creative and response-driven focus
- Collects resources and curates research required to support content generation
- Integrates non-digital and digital communications to serve a diverse donor community
- Distributes regular and timely content that educates, inspires and motivates
- Uses authentic storytelling to help demonstrate program success and need
- Helps build awareness and amplifies our voice
- Optimizes content with clear call-to-actions
- Scripts general content for occasional short videos
- Creates basic layouts of appealing content using various software
- Manages templates for efficiency in delivering content across multiple types of media or media channels
- Positions Partners International as mission experts

- Maintains content in alignment with the communications strategy, brand and our ministry vision
- Proofreading for accuracy, tone and consistency
- Supports communications leadership through administrative support for various projects

Digital Engagement

- Builds our donor community by creating shareable content across different digital channels
- Helps manage our social media presence
- Creates and helps distribute regular and timely content
- Helps grow our social presence and followers
- Assists in the creation of ads
- Engages followers in relevant discussions inside and outside of our channels
- Drives relevant leads to our website
- Manages various email campaigns, including helping to collect content, writing and populating templated designs
- Helps organize content on our website
- Stays informed on media trends

Skills, Experience, Knowledge and Gifting:

- Preferred Diploma or Degree in Communications, Humanities or equivalent
- Experience as either an in-house writer or at a marketing agency
- Biblical and missiology knowledge
- Strong copywriting and editing skills
- Ability to think creatively
- Excellent proofreading skills
- Experiences in direct-response marketing
- Demonstrated experience as a story-teller
- Able to effectively communicate Partner's perspective maturely in a digital world (global, missiological and biblical awareness essential)
- Focused on crafting a message that motivates and drives response
- Inquisitive and self-learner
- Growing knowledge of effective digital media strategies
- Strong organizational skills
- Experience managing multiple projects and adhering to deadlines
- Comfortable editing some repetitive content
- Ability to dig out information using research, exploration and informal interviews
- An understanding of marketing principles
- Experience with Social Media platforms
- Excellent understanding of email marketing platforms
- Comfortable using a variety of digital tools every day
- Experienced and comfortable using a CMS and CRM daily
- Comfortable using templates within graphic software (ie Canva or Adobe CC)
- Proficiency in the Google Workspace

Employment Type:

Contract or Part-time,
Hybrid work environment
Location: Brampton, Ontario

Are you interested in working with us?

Please send your resume and a cover letter suggesting what compels you to our work:
jobs@partnersinternational.ca

About Partners International Canada

Partners International Canada is a world leader in best-practice Christian mission through high-impact, locally-led partnerships in the world's most strategic regions where people have little or no access to the gospel.

- We work in the places where it's risky or illegal to be a Christian and where persecution is real.
- We do mission differently leading to compelling outcomes.
- We demonstrate superior impact through our local leader approach.
- We strategically target regions and people groups where there is no sustainable church.

Mission:

Partnering with local leaders in challenging places worldwide to build the church and transform communities in the name of Jesus.

Vision:

To transform the least reached areas of the world through the holistic power of the gospel.

Our Four Distinctives:

Local leaders: (Multiply your Impact)

Every partnership is designed to accelerate the vision of local-led ministries. Our leaders speak the language, know the culture and serve in their own or nearby communities.

Risk-Taking and Innovation: (Extend Your Reach)

We choose to work in the MOST challenging and least reached places on our planet where persecution is often the norm. We seek to discover innovative approaches in evangelism, church-planting and disciple-making.

Holistic Action: (Minister to the whole person)

Healthy local churches provide tangible spiritual, emotional and physical assistance to meet the unique needs of their communities.

Extraordinary Partnerships (Build the Global church)

We foster extraordinary relationships between the Canadian church and Christians in challenging places to release financial, relational, knowledge and spiritual capital to build the church worldwide

Our Workplace Practices:

We Win Together

- We foster teamwork and SHARE the win
- We DEVELOP ourselves and others and value ongoing growth
- We each take RESPONSIBILITY to solve shared problems
- We CELEBRATE (and mourn) together
- We foster EXTRAORDINARY PARTNERSHIPS with donors and the field.

We Communicate Effectively

- We passionately communicate GOD'S WORK to Canadian donors
- We build strong relationships through CONSTANT communication
- We INSPIRE and MOTIVATE each other, our donors, and partners
- We value CANDOR and TRANSPARENCY (speed of trust)
- We communicate with cultural intelligence, humility, and a listening perspective

We Deliver Awesome

- We are EXTERNALLY focused and deliver excellent service to our donors and partners
- We demonstrate EXPERTISE in our specific roles and in our industry as a whole
- We can be TRUSTED to deliver exceptional results
- We go the extra mile and take INITIATIVE in our own work and in the service of others
- We value INNOVATION, creativity and out of the box thinking

We Do the Right Thing

- We STEWARD every gift carefully (stewardship)
- We do what's RIGHT even when it's HARD/painful (integrity)
- We Always act for the GREATER GOOD, not our own self-interest (selflessness)
- We PROTECT the weak and give voice to the voiceless (courage)
- We value TRUTH over reputation, and REPUTATION over revenue. (priorities)

We Act Decisively

- We SEEK God's wisdom and act on HIS commands
- VELOCITY of decision-making is equally important to quality in decision-making
- We FAIL-FAST, value the learning and reposition towards success (with grace)
- We know that NOT making a decision is a decision
- We corporately SUPPORT decisions after they have been made (until the conversation is open again).

Our Statement of Faith can be found here (WEA Statement of Faith):

<https://worlddea.org/en/who-we-are/statement-of-faith/>

We are a Christian mission in the evangelical tradition with a focus on gospel proclamation and integral mission. All of our staff members are encouraged to sign a lifestyle and code of conduct statement and to be donors of our mission. Senior leaders are required to do so.

Our staff gathers weekly for a one hour “chapel” event during which we pray together, study the Bible and learn about and are inspired by our mission. This event includes interaction with our international partners, donors and the Canadian Church. We live out our faith in Jesus through our work, our relationships and our passion to see our world transformed in the name of Jesus.

Because we are a donor-facing ministry, there are professional expectations for all staff regarding dress, language and social media usage.

We are a cross-cultural, global mission that interacts with people of many different backgrounds, languages and cultures. “Cultural Intelligence” is nurtured and expected alongside emotional and intellectual intelligence amongst our staff members.

Our Values:

- Jesus Changes Lives
- We are on Mission with God
- Every Person has Dignity and Worth
- Partnering is God’s ideal
- Bold Leaders Make a Difference
- Integrity Matters
- We are to Bring Our Best

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