

JOB DESCRIPTION: Creative copywriter

Employer: United Christian Broadcasters Limited

Reporting to: Marketing Content Editor

Location: UCB's Broadcast Centre, Hanchurch Lane, Hanchurch, Stoke-on-Trent, ST4 8RY. We will also consider flexible/remote working

Hours: Part time, 18 hours per week.

Main Purpose of the Job:

Sharing UCB's vision by writing for its media platforms is a really important part of the work that we do in the Communications Department. The **Creative Copywriter** generates compelling copy to promote partnership and engagement from a range of audiences, including radio listeners, UCB Word For Today readers, and audiences on Social Media, emails, and the website. Written work includes (but isn't limited to) articles, web pages, emails, social media posts, and much more, all of which must be consistent with UCB's warm and friendly tone of voice, agreed 'themes', and writing style. Another important function of the role is to ensure that all products, materials, and campaigns are fully consistent with Christian standards, such as interpreting and including relevant Biblical references, all of which conform to UCB's brand guidelines.

Position in Organisation:

Reports to: Marketing Content Editor as part of the PR and Marketing team

Departmental Executive: Director of Communications

Works closely with: Marketing Content Editor, Head of PR and Marketing and the PR and Marketing team, other Creative copywriter (fundraising), Head of Direct Marketing, and the Radio team.

Duties and Key Responsibilities:

Digital

Working with the Marketing Content Editor on a variety of content for different digital platforms including:

- Emails (to UCB 1 and UCB 2 Radio audiences).
- Web copy for UCB's resources and services (such as Radio, Prayerline, etc.) as well as new campaigns as they are developed.
- Social Media posts for a variety of Social Media platforms (Facebook, Twitter, Youtube, and Instagram).
- Support the delivery of videos by writing and editing short production scripts as required.
- Editing/proofreading online content for blogs, website, and email.

Print

- Write leaflets, brochures, inserts, adverts, and other documents (as required) for a range of audiences.

Other

- Ensure that any relevant biblical references have been correctly interpreted and applied for all written work.
- Ensure that all web copy is written with SEO and EAT Google standards in mind
- Be an organisational support for proofreading as and when required.
- Complete proofreading training as necessary to provide the above.
- Gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions.
- Support all of UCBs fundraising activities and events, whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success.

Qualifications, Knowledge, Experience and Skills:

- Educated preferably to degree level in English (language or literature) or a related field such as PR, Communications etc.
- 2-3 years minimum experience in a similar role
- Creative copywriter who can turn their hand to lively, warm copy for a variety of different platforms.
- Can demonstrate a love for writing – perhaps already has a blog or writes for another publication.
- Media experience desirable but not essential.
- Understanding of SEO desirable but not essential.
- Fully computer and database literate – understanding of Microsoft packages is essential.
- Ability to work to tight deadlines and demonstrable high level of attention to detail.
- **Be like a 'dog with a bone' when it comes to correct grammar, punctuation, and spelling.**

Person Specification:

- The post holder will be a committed Christian who will work as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters.
- The commitment to participate in daily prayer time in order to promote team unity.
- Be prepared to witness to the life-changing message of Jesus and lead people to Christ as appropriate.
- Be able to develop ways of introducing UCB's story in a manner that is relevant and engaging.
- Flexible in their approach and can work quickly to tight deadlines.
- Can demonstrate a willingness and humility to work as part of a larger team.
- Confident with strong interpersonal skills (both written and verbal), and personal integrity.
- Commitment to high professional and ethical standards.

Dated: June 19, 2020

This Job Description does not form part of your Contract of Employment.