



ROLE PROFILE

WRITER AND CONTENT PRODUCER

Full-time, permanent

ROLE PURPOSE

To lead the content production of the team – distributed across a range of communications channels – producing inspiring content, and anticipating, researching, writing, and developing stories that lead to increased stakeholder engagement.

POSITION DESCRIPTION

In this role, your accountabilities and responsibilities are...

1. Content planning and production

- Write targeted copy to deadline for a range of projects and publications and across a broad range of media, ensuring content development progresses to plan.
- Work closely with the Head of Communication and using the global events calendar to anticipate, plan, commission and produce content.
- Manage the content calendar for the team, ensuring appropriate lead time is allocated for the production of compelling content.
- Liaise with field staff, students, and ministry leaders for research and story development.
- Contribute to the development of communications products and publications to ensure they meet team objectives and serve the wider organisational strategy.
- Brief, source, and collect photography, video clips, and other content.

2. Marketing and brand leadership

- Ensure content is consistent across different brand touch points.
- Work with the wider team to develop appropriate content targets and metrics, and shape content that contributes to meeting these goals at various points through the campaign lifecycle.
- Strive for increased supporter engagement, at all levels of the participation scale (HBR).

3. Contribute to IFES content and digital strategy

- Work closely with the Head of Communication to conduct a regular review and development of the team's content strategy.
- Optimise content for search engines and social promotion.
- Support communications objectives across the charity, providing input to communications projects and internal clients including fundraising and finance teams, and global ministry staff.

In addition: carrying out any other duties or projects within the scope, spirit and purpose of the job, as requested by the supervisor.

PERSON SPECIFICATION

To do this role, you will...

- have experience of writing targeted marketing copy, ideally in the charitable sector
- be comfortable with conducting research and interviewing people from different cultural contexts
- have well-developed interpersonal skills, able to encourage responses from remote staff in order to meet content deadlines
- exercise good creative judgment
- have the ability to engage, excite and enthuse a range of audiences
- be a self-starter, able to work collaboratively within and across teams
- be able to work accurately with attention to detail and see projects through to completion
- be self-motivated, disciplined and able to prioritise tasks
- be committed to maintaining high standards of professionalism in the team
- be able to communicate in a professional and friendly manner in written media, telephone, and in person
- be positive and adaptable to change in a fast-moving communications environment
- be computer literate and familiar with Microsoft Office
- be a committed Christian in lifestyle and enthusiastic about world mission
- be excited by the vision of IFES ministry and in agreement with its doctrinal basis
- play a full role in the spiritual life of the office
- ideally (though not essential) have previous experience in fundraising
- ideally (though not essential) have working knowledge of another language, preferably French or Spanish.

In this role, you will work with different people and teams, they are...

- the Global Communications team, and the wider Global Advancement team
- International Services staff in the UK, USA, and Malaysia
- staff of IFES global ministries
- staff, students and volunteers of IFES national movements
- external suppliers

THE BEHAVIOUR INDICATORS EXPECTED IN THIS ROLE ARE...

Delivering results: This is about delivering through others with clear plans and an empowering approach to ensure accountability for delivery of customer outcomes.

Learning and improvement: This is about promoting an improvement, no-blame environment giving people confidence to try out new things and make and learn from mistakes.

Communicating and influencing: This is about role-modelling a truly open and transparent approach, communicating with impact around key messages, and reflecting Biblical values in interactions with staff and external stakeholders.

Acting as one team: This is about creating opportunities to work alongside, learn and solve problems collaboratively with a range of people across teams.

Enabling change: This is about helping others in times of change or uncertainty, giving them the confidence to trust and belief in you and IFES goals.

Making decisions: This is about setting priorities and enabling effective decisions based on appropriate analysis, data and understanding of customer requirements.

Engaging people: This is about creating opportunities for relationship building and building a supportive, respectful working environment.

Christian spirituality and discipleship: Playing a key role in the spiritual life of the office, including praying for colleagues and the ministry of IFES.

Christian witness: demonstrating Christian spirituality in your lifestyle and a regular commitment to a local church.

Department: Global Communications	Division: International Services UK	
Reporting To: Head of Communication	Location: Oxford, with occasional travel	
Number of Direct Reports: 0	Job Level: Band H <i>HR Use Only</i>	Job Ref No: <i>HR Use Only</i>

SAFEGUARDING

IFES is committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation, or identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect and dignity.

All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.