

Bright Hope Job Summary

Job Title: Marketing Copywriter
Reports To: Marketing Coordinator & President
Date: May 2019
Job Location: Hoffman Estates, IL or remote

Bright Hope's Mission and Vision:

Bright Hope is a Christian international relief and development organization dedicated to bringing Hope to those living on less than \$2 a day. We envision a world where under-resourced, local, in-country churches transform their communities and bring Hope to the extreme poor.

Job Summary: The Marketing Copy Writer is a part time position (20 hours per week) that writes and edits compelling material that articulates our mission and values across traditional and digital marketing channels. The position will persuasively write and edit for a variety of projects, such as monthly appeal letters, reports, proposals, brochures, website, marketing convert campaigns, video scripting, and email sequencing, all to attract and connect donors to engage more deeply with Bright Hope.

The **ideal candidate** has an active, personal relationship with Jesus Christ, is enthusiastic about poverty alleviation through the local Christian church, has 3+ years of nonprofit copywriting experience with a proven portfolio, is a self-starter who is able to prioritize, and works under pressure with short deadlines and minimal notice without compromising quality and creativity.

Job Responsibilities:

- Creates original, compelling written content that drives donors to action and deeper engagement
- Copywrites for a variety of marketing and communications projects, such as monthly appeal letters, reports, proposals, brochures, website, marketing convert campaigns, video scripting, and email sequencing
- Incorporates Bright Hope voice and style into writing, being open to vary it as needed for the target audience
- Works collaboratively and independently as needed to complete assignments in a fast-paced environment with competing demands, tight deadlines, unexpected delays, ad hoc requests, and changing priorities
- Is open to feedback and direction
- Collaborates with the marketing team, freelance vendors, and printers
- Conducts basic research to learn more about Bright Hope work to enhance writing quality
- Maintains up-to-date knowledge of Christian nonprofit writing trends

Education and Experience:

- Bachelor's degree in marketing, English, communications, writing, or related field
- 3+ years in nonprofit copywriting with a solid portfolio of work
- Prior international missions experience a plus

Demonstrated Competencies:

- Persuasive and creative writing
- Donor centric
- Attention to detail
- Deadline oriented
- Coachable when feedback is given
- Ability to work independently and collaboratively as needed to meet deadlines
- Organizational skills

Special Position Requirements:

- Is a follower of Christ, models the Evangelical Christian faith, and affirms Bright Hope's Belief Statement as described here: http://www.brighthouse.org/why_brighthouse/mission.php
- Preference will be given to local candidates; Remote work may be possible

Interested candidates – send resume, cover email, salary history or requirement, writing samples, and a brief statement of faith to human.resources@brighthouse.org