

# JOB DESCRIPTION

WOODSIDE BIBLE CHURCH

6600 ROCHESTER ROAD TROY, MI 48085

P : 248-879-8533

F : 248-879-8572

<b>Position Title:</b>	Content Writer
<b>Department:</b>	Communications
<b>Campus:</b>	Central
<b>Date:</b>	March 2022
<b>Supervisor:</b>	Lead Director, Communications
<b>FSLA Status:</b>	Exempt

## Position Profile:

The Content Writer leverages skillset in content strategy and management to coordinate projects and staff in producing high-quality, on-brand content with maximum audience engagement. Additionally, the Content Writer provides strategic support to the Lead Director of Communications on diverse projects and tasks, serving as a resource for the successful organization and execution of initiatives.

## Skill Set:

- Accepting Responsibility
- Adaptability/Flexibility
- Attention to Detail
- Communicating Effectively
- Following Policies and Procedures
- Integrity/Ethics
- Interacting with People at Different Levels
- Interpersonal Skills
- Listening Skills
- Maintaining Objectivity
- Problem Solving and Analysis
- Project Management
- Serving Others
- Teamwork
- Using Computers and Technology

## Qualifications:

- Bachelor's degree
- Able to handle multiple projects simultaneously, meet deadlines, and prioritize workflow; works well under pressure and with minimal supervision
- Able to plan, develop, monitor, and manage detailed schedules, leveraging exceptional organizational and managerial skills
- Able to lead, develop, and coordinate others, building consensus and driving collaboration toward a shared goal
- Exhibits superior writing ability and knowledge of English usage, grammar, punctuation, and spelling
- Demonstrates excellent written, verbal, and interpersonal skills

## Duties and Responsibilities:

- Maintains editorial sensibilities with the ability to proactively prioritize, manage, and complete projects within time constraints and with strong attention to detail
- Creates and publishes compelling content for optimal user experience and engagement while upholding brand identity and voice across a variety of content types and mediums
- Edits, proofreads, and improves writers' content to the highest level of quality, working with writers to ensure brand consistency
- Contributes to development of communication strategy aligned with short-term and long-term marketing targets

- Manages freelance writer(s); clearly establishes and communicates expectations, deadlines, and deliverables for smooth, timely execution of content plan
- Applies research, optimizing content to achieve maximum visibility and impact; remains up to date with trends and generates creative ideas for engaging target audience
- Assists Lead Director of Communications in the execution of special projects, providing organization, planning, task management, and additional support as needed
- Leverages strategic thinking and creative problem-solving abilities to address challenges across a variety of initiatives, innovating solutions and establishing move-forward plans in alignment with objectives
- Engages in strategic meetings and other activities at the direction of the Lead Director of Communications, actively contributing while maintaining detailed records for the purpose of follow-up

### Spiritual Responsibilities:

- Ensures that all actions performed within the context of this job position accomplishes and furthers the mission, vision, and values of Woodside Bible Church (Belong, Grow, Reach)
- Incumbent adheres to the Statement of Faith as established and approved by Woodside Bible Church
- Incumbent is a member in good standing, participates in praying, giving, serving, worshiping and attends special events as an active member of the church

### Staff Core Values:

Agree to be in alignment and uphold the core values established for all of Woodside’s staff members:

- **Committed:** We model faithfulness to our church family through commitment to worship gatherings, Life Groups, serving, giving, and evangelism
- **Collaborative:** As one church family across many communities, we prioritize collaboration over speed and value the success of other campuses and teams as much as our own
- **Generous:** As a reflection of the generous nature of God, we live generously with our time, talent, and treasure
- **Gracious:** We know that no one is perfect (including us), so we give the same grace we’ve received to the people we work for and with
- **Positive:** In light of all God’s done for us, we choose gratitude and assume the best of others, creating an uplifting place to serve
- **Productive:** Seen or unseen, we do great work with a heart of worship

### Disclaimer:

Other duties as required may be added or changed. This job description does not constitute a contract for employment.

PROPOSED   REVIEWED BY	DATE
APPROVED BY	DATE

