



POSITION DESCRIPTION

Position Information

JOB TITLE: Development Writer

GRADE:

REPORTS TO: VP Marketing & Digital Strategy

HRS WKD PER WEEK: FT

Location Information

Division (s):

- Finance
- Resource Development
- Publishing
- Translations
- Partnerships
- Operations & Administration
- Global Technology/IT
- Office of the CEO
- Communications & Content
- Human Resources
- Bible Engagement
- Other _____

Geographic Location (s):

- Colorado Springs
- Miami
- Other US location

- Other location

Department: Advancement/Development

Department Number:

Effective Date: 08/01/2018

Status: New
 Revised

POSITION DESCRIPTION
Development Writer
Marketing & Development

Purpose:

This position provides support to the central Development and Marketing team in the production of fundraising materials as a member of the team of Biblica Advancement professionals. This position exists to generate a wide variety of external communications, with some internal communications.

Scope:

The Development Writer will collaborate with other members of the global Biblica team to create fundraising project summaries, funding proposals, stewardship reports and other written materials for internal and external audiences.

The Development Writer will serve as project manager, editor, and/or principal writer for a wide variety of print and electronic projects, including funding proposals for individuals, family foundations and other organizations- at times will assist with foundation work, annual stewardship reports for donors, and generally lead project summary writing for a diverse array of ministry fundraising targets.

Type of projects include formal proposals, brochures and flyers (coordinating with design teams), direct mail pieces, invitations, web site content, speeches and event scripts.

Responsibilities:

I. Leadership

- A. **Planning:** Develop overall plan and specific goals for both fundraising writing projects and internal communications, with the overall mission of increasing information flow, collaboration, and knowledge base among staff, and strengthening global ministry culture. Coordinate and plan with Directors of Development on specific fundraising proposal and stewardship needs, as well as with the greater marketing team on web copy writing and corresponding calendar.
- B. **Managing:** Manages central Development writing projects, as assigned, from inception through delivery. Will also manage bi-monthly employee and board of directors newsletter, overseeing all elements of gathering information and producing final product.
- C. **Collaborating:** Proactively generate ideas for projects as assigned to be discussed with greater marketing and development team. Work cross-functionally with global teams and advancement team to determine

II. Performance Expectations

- A. **Regular Internal Communications:** Generate ideas, respond to requests and draft regular internal communications, primarily the bi-monthly board and staff newsletter. Continue to communicate external messages to internal audience through intranet use and postings.
- B. **Project Management of External Development and Marketing Communications:** Draft assigned external communications as deemed necessary through collaboration with the Marketing and Development team.
- C. **Monthly Newsletter:** Develop, manage and distribute bi-monthly newsletter. This will include working with a digital design vendor and working with staff to generate content on deadline.
- D. **Coordination:** Collaborate closely with all Marketing Communications team members to ensure that public and internal messaging are consistent and distributed appropriately.

III. Minimum Qualifications/Expertise

- A. Bachelor's degree. Master's in communication preferable
- B. Five years of professional experience in development/fundraising writing, communications, media relations or related field;
- C. Three years minimum working in global context related to writing and communications.
- D. Knowledge of standard concepts, practices and procedures relating to the position including:
 - i. Expertise in the use of English grammar, punctuation, and syntax;
 - ii. Familiarity with appropriate business software applications;
 - iii. Use of best practices in proposal development;
 - iv. Ability to conduct research; understanding branding and positioning strategies for the ministry and the specific projects;
 - v. Ability to "ghost write" for various ministry leaders, staff or volunteers;
 - vi. Ability to learn subject-specific terminology for use in developing written materials;
 - vii. Knowledge of when and how to use various channels of communications.
- E. Knowledge of Microsoft Word, Excel, and PowerPoint required.
- F. Demonstrated knowledge of business correspondence, marketing materials and reports.
- G. Strong writing, editing and proofreading skills. Ability to easily change writing styles to fit the audience and voice of the piece.
- H. Strong project management skills. Ability to meet deadlines, while maintaining good relations with global colleagues.
- I. Ability to quickly and effectively gather information by means of interviews, database research, etc.
- J. Ability to work both collaboratively and independently.
- K. Ability to organize information for effective presentation in publications, web sites, and other media.

- L. Ability to develop, package and produce editorial content for web sites.
- M. Ability to interact effectively with a wide variety of people on- and off-campus.
- N. Ability to produce high-quality work on deadline. Comfortable managing multiple projects, priorities and deadlines.
- O. Commitment to the highest standards of donor service and professionalism.

IV. Qualification and Competencies

- A. **Strong personal commitment to Christ and Biblica's Purpose, Mission Statement, Statement of Faith and Christian Community Policy.**
- B. **Written Communication** - Writes in an excellent professional manner, informatively and compellingly; thoroughly accurate (spelling, grammar and factual accuracy); coordinates unified and compelling messaging across all written materials.
- C. **Teamwork** - Contributes to building a positive team spirit, willing to pitch in to perform any variety of communications tasks.
- D. **Customer Service** - Responds to requests for projects quickly and congenially; meets commitments consistently and thoroughly, strong and timely follow-through.
- E. **Cross Cultural Communication**- Ability to work confidently and contextually with international colleagues.
- F. **Interpersonal Skills** - Maintains confidentiality, congenial, tactful and trustworthy.
- G. **Judgment** - Exhibits sound strategic insights and consistently accurate judgment; anticipates threats and opportunities; applies appropriate resources/strategies to meet objectives.
- H. **Dependability** - Follows instruction well, but also takes initiative and operates proactively; ability to develop projects and meet goals with minimal supervision.
- I. **Project Management** - Coordinates numerous projects at once; works well independently; can respond rapidly to changing circumstances and demands; meets all deadlines.

V. Ministry and/or departmental Policy

This writer will work closely with the Chief Advancement Officer to generate ideas and gain final approval for external communications. A potential of quarterly domestic or international travel may be required.

Other duties, including but not limited to communication, other writing tasks, and research will be assigned as needed.

VI. Reporting Relationships

This position reports to the VP Marketing & Digital Strategy.

VII. Resource Responsibilities

Writer will outline budget needs for the year, and complete all projects within budget.

The above job description is intended to describe the general nature and level of work being performed by staff assigned to this position. It is not intended to be all-inclusive as other duties as assigned are to be completed.