
Organizational Alignment	<i>Employee:</i>	<i>TBD</i>
	<i>FLSA Status:</i>	<i>Non-Exempt</i>
	<i>Job Status:</i>	<i>Part-Time (20 hours per week)</i>
	<i>Reports to:</i>	<i>Director of Connections & Communications</i>

Purpose The purpose of the Copy Writer is to develop and improve effective written content for our website, marketing materials, announcement scripts, and creative expressions.

Focus and Scope *Essential duties and responsibilities, i.e. those which are basic, necessary, and an integral part of the job, are indicated below.*

General overview:

The Copywriter will work with the communications team to help clarify Bridgeway’s brand identity, clearly communicate with the community outside of Bridgeway in an engaging way and improve the quality of our written content churchwide. They will be responsible for writing both compelling blog posts and marketing copy for our website and will report directly to our communications director.

Essential duties and responsibilities:

- Write clear, compelling and error free content for print, web, advertising, and marketing materials
- Produce well-written content that is Search Engine Optimization (SEO) friendly and optimized for conversion. Ideally this position would oversee content generated by staff and Haven Ministry writers.
- Weekly church-wide emails
- Monthly membership emails
- Create compelling ad copy, landing pages, and marketing campaigns
- Write high-quality ministry descriptions and provide supporting content
- Collaborate with designers and creative teams
- Work with analysts to ensure messaging is consistent across Bridgeway
- Brainstorm and manage projects and juggle multiple deliverables
- Define key messages and brand voice for external communications
- Offer feedback on above ministry management systems and suggest ongoing improvements to increase ministry effectiveness.
- Support and contribute to a safe and healthy work environment. Specifically, follow Bridgeway’s Injury Prevention and Safety program, support and maintain safety standards, and participate in safety training.
- Other duties as assigned.

Relationships, Qualifications and Requirements, and Competencies

Key Relationships	<i>Reports to:</i>	– Director of Connections and Communications
	<i>Direct reports:</i>	– Volunteers
	<i>Ministry partners:</i>	– Bridgeway Volunteers and Members, Students, Staff, General Community, Vendors
Role Qualifications and Requirements:	<i>Education:</i>	– Proven/relevant working experience in administration and system building – High school diploma or equivalent required- Bachelors’ degree desired – 1-2 years of experience, preferably in a church environment

Experience and Ministry Expertise:

- Excellent time management and communication skills.
- Ability to work well with a diverse group of staff and volunteers.
- Ability to manage multiple projects independently.
- Calm demeanor with the ability to work well under pressure.
- High quality writing abilities - grammatical, engaging, and clear.
- Excellent interpersonal skills, with a people-oriented personality.
- Proficiency in Microsoft Word, Excel and Outlook. Adobe Suite is a plus.
- Excellent diagnostic, problem-solving, interpersonal, and analytical skills to include excellent listening skills and attention to detail.
- Dedicated to modeling a godly lifestyle.
- Self-motivated and organized.
- Track measurable data for your area and report back as needed.

Employment Requirements:

- Regular church attendance and membership at Bridgeway.
- Must pass a pre-employment reference check and background screening.
- Proof of legal authorization to work in the United States.
- Willing to change approach to best fit the situation while always being a good steward of resources and a positive and professional representative of Bridgeway.

Equipment Used:

- Bible, copiers, general office equipment, telephone, computers and other equipment.

Physical Demands and Work Environment:

The physical demands and work environment characteristics are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical:** The employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit, use hands and fingers to handle or feel, and reach with hands and arms. The employee is occasionally required to climb, stoop, or kneel. Frequent and regular repetitive movements required using the wrists, hands and/or fingers. The employee occasionally will lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- **Work Environment:** The employee is regularly in a typical office environment with adequate light and moderate noise levels.

Competencies and Personal Attributes

General:

- Spirit-filled disciple of Christ
- Integrity beyond reproach
- Ability to work in harmony with other staff members
- Flexible, adaptable, coachable, teachable
- Servant heart; servant leader
- Effective Communication
- Unshaken by changing priorities

Employer Disclosure Statement

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks. Other similar or additional duties are to be performed as assigned. Nor is this job description intended, in any way, to be an employment contract. Your employment continues to be at-will. You, or Bridgeway, may terminate employment at any time for any reason.

Employee Acknowledgement and Acceptance:

I hereby acknowledge that I have reviewed and understand the content of this role description and also understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job that I must immediately inform Human Resources.