



Copywriter

Department: Marketing Reports to: Director of Marketing

FLSA Status: Nonexempt Position(s) Supervised: N/A

Location: Bigfork, MT

Who we are:

The Crisis: The truth is that there are not enough families to care for Montana's innocent children. There are thousands of children in Montana's foster care system and nowhere enough families to care for each one.

The Solution: We bridge the gap by raising up bold and passionate Christians to do the hard work of caring for the vulnerable in our communities, whether a child's need is a few days, a few months, or forever because **our vision is a family for every child.**

The Mission: We aim to inspire a movement of fearless, joyful ambassadors of Christ who fight for children who bear the invisible marks of being unseen, unheard, and unwanted. **Our mission is to find and equip foster and adoptive families for children who have suffered abuse and neglect.**

This all begins with the people who are called to work at Child Bridge.

Who you are (*knowledge, skills, and abilities*):

The Copywriter engages families and attracts advocates to our mission through the written word. This role is focused on finding and telling stories, promoting our services, and building the brand through creative concepts.

- Warm and relational verbal and interpersonal communication skills. You get the opportunity to hear first-hand the stories of those we serve and those of our partners.
- Superb story-telling chops. To say this role is just about words is a disservice.
- Confidentiality is your best friend. Enough said.
- Highly efficient in time management, project management, and setting priorities. You are quick and nimble, able to traverse multiple projects at one time.
- Active learner willing to collaborate with others and explore new ideas. We are always learning, and you enjoy gaining knowledge and skill along the journey.
- Proficient in Microsoft office suite. We use it all: Outlook, Word, Excel, PowerPoint, Teams, OneDrive, SharePoint.
- Proficient in following AP Stylebook Guidelines.
- Capable of working with a variety of technology including databases,

video conferencing, cloud-based applications, etc. Half of our team is spread across the state, so we are always online.

What you've done (*education, certification, and experience*):

- Bachelor's degree journalism, communications, English, or related field is required.
 - Minimum of three years of experience in copywriting.
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What you'll do (*essential duties and responsibilities*):

- Write copy for a variety of marketing channels including website, emails, social media, print collateral, video scripts, training materials, event promotion, blog, and editorial placements.
- Conduct high-quality interviews and write powerful stories that help audiences connect with our mission.
- Manage the story repository by coordinating when and how stories are used.
- Collaborate across multiple teams to create content that helps recruit families, train families, and fund the mission.
- Concept big ideas for campaigns that help create general awareness.
- Steward the brand voice and style guidelines by aligning voice, tone, standards, and key outcomes.

To perform this job successfully, an individual must demonstrate capacity or potential to perform each essential duty with excellence. The above statements reflect the general details necessary to describe the major functions of this position and are not intended to be a detailed description of all the work/functions that may be required. Other duties may be assigned.

Where you'll work:

Physical Demands

- 1/3 of the time be able to: climb or balance; stoop, kneel, crouch or crawl; lift up to 50 pounds; push or pull up to 25 pounds.
- 3/4 of the time be able to: stand; sit; walk; use close vision (20 inches or less) for computer work; reach with hands and arms.
- 3/4 of the time be able to: use hands; talk and hear.

Work Environment

- Noise level in the work environment is moderate.
- The normal work environment is an office environment with occasional meetings offsite in conference areas, coffee shops, and/or other public spaces. Other working environments may include parks, event centers, and other family-oriented meeting spaces; due to the nature of these spaces, weather and temperature may vary.
- The work schedule varies based on the needs of the organization and will have some weekend and evening work.

- Travel to Hub office sites on an as needed basis.
- Must have a valid driver's license, active and up to date liability coverage, and a dependable vehicle.

The requirements described are representative of the knowledge, skills, abilities, education, experience, and physical demands an employee needs while performing the essential functions of this job. The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Application Process:

To apply for the Copywriter position, email a cover letter, resume, and three professional references to careers@childbridgemontana.org. In your cover letter, detail your interest in your mission and how you see yourself making an impact in this role. Please also include 2-3 of each of the following writing examples: promotional writing, stories, blog posts. Any additional writing samples are welcome.