

## Content & Copywriting Manager

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<b>Job Title:</b>	<b>Content &amp; Copywriting Manager</b>
<b>Job Type:</b>	Full-time
<b>Reporting Manager:</b>	Chief Marketing & Public Engagement Officer
<b>Department:</b>	Marketing & Public Engagement
<b>Office:</b>	London / Remote
<b>Date:</b>	November 2021

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### Who we are:

IJM works to end modern day slavery, human trafficking, and other forms of violence against people living in poverty. We are a global team of lawyers, social workers, community activists and other professionals in 33 offices across 23 countries. We have a big vision – to protect half a billion and make justice for people in poverty unstoppable.

IJM in the UK supports this global mission by raising awareness; raising funds to support our operational work around the world; mobilising a movement across all parts of society, including the UK public, media, Christian Church; and providing thought leadership, leveraging our unique global experience to influence leaders across Government, businesses and institutions.

### Summary aims of the role:

As Content and Copywriting Manager, you will bring IJM's work to life for audiences ranging from public, to churches and government actors by producing high-quality, on-brand copy. The post holder will use their creativity, insight and expertise to develop public-facing materials to increase awareness, engagement and income and to help shape communications and campaigns.

The Content and Copywriting Manager will write and edit high-impact, clear and engaging copy for a range of IJM UK's marketing, communications, church, advocacy and fundraising work, ensuring all content is compelling and effective. The post holder will work alongside others in the marketing, development, messaging and digital teams to develop IJM UK's overall content strategy and help to lead IJM UK's storytelling, ensuring our content is inclusive, appropriate and dignified.

This role would suit an experienced copywriter who understand the principles of content marketing and is passionate about creating a world where all are free.

### Key responsibilities:

#### *Content development*

- To write and edit excellent copy for a range of audiences including, for example: email, letters, blogs, op eds, website, reports and social media, on time in response to briefs
- Working with the global team, lead on storytelling and support the wider IJM UK team in sharing the latest stories from IJM's work around the world
- Together with the Marketing and Public Engagement team, decide and deliver upon IJM's content marketing strategy and contribute to the development of the overarching communications strategy
- To work closely with Marketing and Public Engagement team to project manager to manage and prioritise requests
- To help shape IJM UK's messaging, as part of the messaging working group
- To ensure that all content is on brand and in line with messaging guidelines

- To develop ongoing collaborative relationships with colleagues in other teams as required to support the development of written materials, scripts and presentations to generate income
- To work with digital team on SEO.

#### *Strategic direction in content creation*

- To understand and provide guidance on content that will best connect with each of IJM's core audiences, informed by audience insights and sector trends
- To use expertise to help senior leaders craft copy, soundbites and messages as required
- To advise the wider team on what makes effective content, leading to connection with supporters and loyalty
- To ensure survivor experience and expertise is included in our content, and that we listen to and are guided by the views of survivors as we create content and strategies
- To work with the Marketing and Public Engagement team, as well as IJM's global team, to ensure that IJM UK's content and storytelling is appropriate, inclusive, dignified and respectful.

#### *Spiritual Formation*

- To participate in the rhythms of IJM UK's spiritual formation practices, including leading corporate prayer reflections on a rotational basis, daily stillness, quarterly prayer retreats and annual day of solitude
- To respect, uphold and work within IJM UK's Christian Identity.

### **Person specification**

#### *Skills, qualifications and experience required*

##### Essential:

- At least three years' experience in a content and copywriting role
- An understanding of what makes content compelling, and of latest trends in content marketing
- Excellent organisational skills and the ability to write to deadline
- Highly innovative and creative.

##### Desirable:

- Understanding of SEO and relevant trends
- Understanding of the UK charity sector.

#### *Critical qualities*

- There is a significant requirement for the post holder to have a personal commitment to the Christian faith (as defined by the Apostles' Creed) as functions within this role will require knowledge and personal experience of the Christian faith and will be promoting IJM's Christian identity and spiritual formation practices\*
- Passionate to combat human trafficking, working to help people out of situations of violence and into safety
- Highly adaptable, with a team player approach and trustworthy in nature
- Professional in demeanor, with discretion, mature judgment, and a servant-hearted orientation
- The ability to work well under pressure, managing multiple projects with external deadlines.

### **Position Details**

#### *Travel Requirements*

- Occasional travel may be required within the UK where time off in lieu (toil) is offered.

### *Contract and Compensation*

- Position is full-time, offered on a permanent contract basis
- The compensation package is negotiable dependent upon professional experience and comprises a salary (band £30,000 - £35,000 per annum) plus 7% pension contribution. IJM UK also offers an additional benefits package and a positive and fun working atmosphere
- Based in IJM UK's London office. Flexible and remote working arrangements will be considered.

### **Application details**

- Please submit a covering letter (maximum two pages) explaining why you are suitable for and interested in this post. Please demonstrate how your skills, experience and personal qualities meet the requirements of this role and why you are interested in the work of IJM
- Please also supply your CV detailing relevant experience and a supporting statement of Christian Faith (up to one-page) describing your faith journey, current spiritual disciplines and how you see your faith as relevant to your involvement with IJM
- Applications should be emailed to [contact@ijmuk.org](mailto:contact@ijmuk.org) with the subject line *Content & Copywriting Manager Application*. If you have any questions about the role, please don't hesitate in contacting IJM UK's Chief Marketing & Public Engagement Officer [molly.hodson@ijmuk.org](mailto:molly.hodson@ijmuk.org)
- The deadline for applications is **09:00 on Monday 6 December 2021** with interviews being planned for 13 December 2021.

*\*This post is subject to an occupational requirement that the holder be a Christian under Part 1 of Schedule 9 to the Equality Act 2010*