

## Copywriter Job Description

**Title:** Copywriter  
**Reports To:** Communications Director  
**Campus:** Cooper City  
**Local/Global Role:** Global

A global position focuses on ministry that is shared through all campuses. Always having a global heart and mindset even though you have local responsibilities.

**Summary:** The Copywriter is a skilled creative communicator with the ability to tell a story and translate the heart of Potential Church into copy for inspiration, information, and marketing purposes. They will help craft messages on the web, print media, advertising, social media and on video for Potential Church. They will use Basecamp (or other designated mediums) to upload writing dependent on the project. Staff members are charged with being ambassadors for Potential Church by protecting the vision and mission of Potential.

- Staff is expected to attend all staff meetings and retreats
- Staff is expected to serve at all holiday services including all services on Christmas
- Staff is expected to bring a positive, helpful, and cooperative attitude
- Staff is expected to tithe and have a spirit of generosity
- Staff is expected to become at least a silver Temple Centurion
- Staff is expected to embody the mission, vision, and ethos of Potential Church
- Staff is expected to sit in at least one weekend service

### **Focus Areas:**

#### ***Weekly:***

- Collaborate with Communications Manager for priority on various projects
- Write copy for communications pieces as assigned. Includes print collateral and digital and social media
- Research, draft, and drop press releases; maintain press list
- Actively engage in each ministry and the decisions being made
- Actively participate, maintain a problem-solving attitude, demonstrate the collaborative mindset, forward-leaning, and fill in gaps as needed

#### ***Monthly:***

- Invite and Lead at each DNA Night – Use this opportunity to train and develop your volunteers, and ongoing care and spiritual development.
- Assist with video scripts
- Continue learning and keeping current in industry trends and best practices

***Annually:***

- Help coordinate and mobilize volunteers and teams for special events/holidays at Potential Church

**Experience/Skills:** Potential Church has a high capacity, driven staff with a culture of excellence and personal development. The church requires a self-motivated, proactive leader who is comfortable with a high level of involvement and a constantly developing environment. The Graphic and Print Coordinator must be able to collaborate with the entire Creative Team. The successful candidate must be excellent at developing volunteer leaders who develop other leaders and bring depth to volunteer teams, in addition to their artistic abilities. They must have excellent project management abilities and be able to balance multiple projects at once.