



JOB PROFILE

Job Title	Copywriter – Retention Specialist
Reports to	Marketing Development & Communication Manager
Department/Team	Marketing Development Team
Responsible for	No Line Management Responsibilities
Location	Compassion UK, Weybridge, Surrey

Introduction

In response to the Great Commission, Compassion UK exists as an advocate for children, to release them from their spiritual, economic, social and physical poverty and enable them to become responsible and fulfilled Christian adults. This entire purpose is embodied in the phrase:

Releasing children from poverty in Jesus' name

Compassion UK is a Christ-centred organisation committed to the Church. As such, we value:

- Integrity
- Excellence
- Stewardship
- Dignity

Christ centred – We confess that Jesus is the Christ and He is Lord of our lives and of the ministry. Our love of Jesus compels us to love others as He commands and to honour Him in all that we do.

Committed to the Church – The Church is the great hope for the world and is God's instrument to advance the Kingdom of God. We mobilise and connect the global Body of Christ to fulfil her mandate for holistic discipleship of children in poverty.

Context

The Marketing Department contributes to Compassion UK's (CUK) strategic and operating success by managing Compassion UK's brand in the market place; and develops and maintains marketing strategies to meet agreed organisational outcomes.

Job Purpose

Working within the Marketing Department, this role will create clear marketing briefs and provide project management of marketing and communications materials to support sponsor retention and engagement. This role also requires the creation of engaging copy which effectively maintains and promotes a correct and positive reflection of the name and brand of Compassion, as well as encouraging a greater level of supporter engagement with Compassion's ministry.

Key Outcomes

1. Promote and maintain CUK's Christian Ethos and Values;
2. Enhance the sponsorship journey to fully engage, inspire and motivate supporters to increase their participation;
3. Provide marketing support for communication requests.

Core Responsibilities

1. Promote and Maintain CUK's Christian Ethos and Values

- Actively live and work in accordance with the Christian ethos and values of the organisation at all times, actively demonstrating the practical outworking of these values and taking personal responsibility for how your individual attitude and actions impact on the Christ centred working of Compassion;
- Actively participate in the spiritual life of the organisation in the following ways:
 - Model Godly character in all aspects of conduct;
 - Pursue and maintain your Christian faith through ongoing personal spiritual development and a personal relationship with God;
 - Contribute in Christian praise, worship, prayer and biblical reflection during collective prayer times, joining with colleagues in praying for the work of the organisation;
 - Provide support and spiritual encouragement to colleagues, in line with biblical principles.
- Assist in ensuring that services provided actively promote, maintain and articulate the Christian ethos and values as laid out in our Covenant Charter, Statement of Faith, Core Values and Ethos Statement;
- Assist in promoting inclusivity within the organisation, so the organisation continues to champion diversity whilst maintaining a clear Christian distinctive.

2. To enhance the sponsorship journey to fully engage, inspire and motivate supporters

- Manage the development of retention and engagement materials as required;
- Implement and contribute to the Retention Strategy within the organisation;
- Liaise with the Supporter Relations Director with sponsor retention and engagement initiatives including creating copy;
- Liaise with the Supporter Relations Director on internal stock control;
- Liaise with the Digital team on retention marketing including creating engaging copy;
- Project management of retention campaigns;
- Keep ahead of trends and competitor activity;
- Manage the Compassion Explorers microsite.

3. Provide marketing support for communication requests

- Support the Marketing Managers by providing copy for general communication requests;
- Write copy, as well as proof and edit copy as required;
- Contribute to the CUK blog;
- Adhere to Compassion's writing style guide;
- Project management of Compassion Ireland's monthly e-news and ad hoc marketing requests.

This job profile is not intended to be exhaustive but merely a guide to the main areas of responsibility. Any substantial changes to this job profile will be discussed fully with the post holder.

Person Specification

Christian Ethos	Essential	Desirable
Active Personal commitment to the Christian Faith with the ability to promote the Christian ethos of Compassion UK and enable others to experience, explore and express the faith based motivation of its work	✓	
In agreement with and committed to respect and work within Compassion's Christian mission, values and faith statements	✓	
Willing and able to pray for supporters and colleagues	✓	
Qualifications & Experience	Essential	Desirable
Minimum 6 months marketing experience	✓	
Relevant qualifications in Marketing/Communications		✓
GCSE in English and Mathematics, or equivalent	✓	
Fluent in English and competent in written (particularly English language and grammar) and numerical work	✓	
Strong copywriting experience, including a track record of paid copywriting or editorial work for publications	✓	
Office administration experience: Microsoft packages etc.	✓	
Project and time management skills	✓	
Attributes	Essential	Desirable
A deep sense of personal connection to Compassion's ministry to children in poverty and an eager desire to play a part in accomplishing its mission	✓	
An ability to perform to a high standard, add value and contribute in a meaningful way; eagerly desiring to go above and beyond to accomplish outcomes with excellence and enhanced productivity and performance	✓	
Able to work with a varied and unpredictable workload	✓	
Stakeholder management skills	✓	
Good organisational skills with the ability to multi-task and work to agreed deadlines with a high level of accuracy and attention to detail	✓	
Excellent written and verbal skills. Committed to communicate Compassion UK's Christian mission, ethos and values externally	✓	
Ability to interpret a brief and alter writing style dependent on medium, audience and objectives	✓	
Outstanding interpersonal skills with the ability to build strong and meaningful relationships internally and externally	✓	
Able to use initiative, making swift, sound decisions within the role and resolving or referring complex questions or complaints	✓	
Desire to learn about marketing trends and innovation	✓	
A personal alignment with the values of integrity, excellence, stewardship and dignity; with an ability to reflect these values through work ethic, decision making, conversation and in relationship with others	✓	
An ability to be creative, innovative and flexible; exploring change, providing new and useful ideas and approaches to your work	✓	
A team player who recognises the benefits of collective effort and mutual cooperation; fully committed to working with others, exchanging information and making choices to build consensus and achieve shared goals	✓	
An ability to extend kindness, consideration and respect in all circumstances; exercising compassion and grace toward self and co-workers to encourage an environment that benefits everyone and supports Compassion's Christian ethos and mission	✓	



Information for Applicants

Job Title	Copywriter - Retention Specialist
Salary Range	£25,250 (within the grade £25,250 - £29,290 pa)
Hours of Work	35 hours per week

Salary & Benefits:

- Compassion UK operates a salary grading system (linked to performance), where each staff member has the opportunity to move up an increment within their grade during their first seven years in post. This takes effect in July of each year, when an annual cost of living change is usually also applied.
- Benefits include full health (AXA PPP) and dental insurance (Denplan) for all staff on satisfactory completion of their probationary period.

Annual Leave – Full Year: All employees will be entitled to 5 normal working weeks annual leave a *year (pro rata), plus normal bank holidays (pro rata). It will be compulsory for up to 5 (or relevant pro rata) days of that entitlement to be held in reserve and taken during the 'Christmas Period' when Compassion UK close their offices, this is usually around 21 December to 1 January each year. (*Year = 1 January to 31 December)

Pensions: There is a non-contributory pension scheme for staff to join on their appointment.

Learning and Development: Compassion UK seeks to enable each individual to develop to their full potential through a comprehensive performance review process and ongoing opportunities to develop within their role and through external and internal training as applicable. All new staff will be given a comprehensive induction.

New Staff Service: Six month probationary period with three month review.

Internal Appointments: Performance review at three and six months.

Statement of Faith: Compassion is a Christian organisation. The post holder will be part of the Impact Department, which supports the main Christian activities of Compassion; this includes the transference of the Christian ethos internally and externally. All applicants for such a role in Compassion UK should be fully able to be in agreement with and able to agree to respect, uphold and commit to work within Compassion UK's Christian faith based ethos, faith statements and values (as referred to in the Application papers).

Applicants with disabilities will be welcomed.