

JOB DESCRIPTION

Content Strategist

Department: Marketing
Location: Allen, TX
FLSA Status: Exempt

Travel: 10%
Reports To: Director of Marketing
Version Date: October 2023

Summary:

Passages is looking for a professional writer who is passionate about their craft and about their Christian faith and Israel. The Content Strategist will be the voice of the Passages brand, tasked with communicating the heart of Passages' mission in ways that inspire people to join the movement. The Content Strategist would be part of the Passages Marketing Team—a supportive, close-knit, agile group of creatives who each contribute their unique set of skills toward shared goals and projects. The ideal candidate will: love writing; be able to customize a message to a particular audience; be able to write in various styles across many channels; and enjoy asking questions and learning. The ideal candidate will also thrive when working in an environment where they can express their faith and love for Israel.

Job Duties and Responsibilities:

- Represent the Passages brand and organization by writing original, high-performing content that motivates our resonates with our constituents and target markets—and leads to action toward our mission
- Ensure brand consistency in language and tone
- Pioneer fresh and compelling ways to write and communicate that elevate our brand
- Conduct research on Passages' current constituents and target markets to understand how to effectively communicate with them
- Conduct research on content strategies and trends + test new ideas and approaches to content marketing
- Lead content development for various campaigns and projects
- Work with graphic design and digital marketing team members to optimize copy for visuals and digital performance/SEO
- Work with the digital marketing team to develop Passages' content marketing strategy
- Write, edit, and curate content across channels and formats for various projects—including (but not limited to) email marketing, social media, website and blog, advertising campaigns, video and podcast scripts, op-eds, fundraising appeals, and educational course materials
- Organize original content and user-generated content for maximum usage and effectiveness
- Work with teams and individuals across the Passages organization to consult in developing language and copy for their various programs and projects

Qualifications/Skills:

- Bachelor's Degree (in Journalism, Marketing, Creative Writing, Communications, English, or related field preferred)
- Significant writing experience and extensive portfolio (including: creative writing; op-eds; digital writing for social media, email, advertising; academic, etc.)
- Close alignment with the [Passages statement of faith, beliefs, and vision/mission](#) for the purpose of accurately representing the Passages brand in writing
- Familiarity with the Passages brand, mission and tone
- A love of writing and a desire to continue learning and improving skills
- Understanding of best practices for writing for marketing purposes
- Ability to balance the art and science of writing—an artistic yet data-driven approach
- Ability to create copy that works well with design and multimedia—understanding of the design and multimedia space
- Knowledge of the StoryBrand framework and philosophy of brand messaging
- Strong copyediting skills
- Strong active listening and interview skills
- Familiarity with multiple style guides, including AP style
- Familiarity and comfortability with ghost writing
- Strong relational and verbal communication skills
- Ability to manage multiple priorities and projects at the same time
- A value for relationships and ability to work in a cross-functional team environment
- Organized and detail-oriented
- Resilience, team player, and ability to work independently and be a self-starter
- Adaptability and flexibility in a constantly changing environment
- Ability to think strategically and creatively and provide innovative solutions
- Familiarity with Mac OS, Microsoft Office, social media platforms, email marketing systems and project management platforms

This job description is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and Passages reserves the right to change this job description and/or assign tasks for the employee to perform, as deemed appropriate.

In accordance with federal, state and local law, Passages provides equal employment opportunities (EEOs) to all employees without regard to race, color, religion, sex, national origin, age, disability, pregnancy, childbirth or related medical conditions, citizenship status, service member status, genetic information or any other category protected by law. Passages also affords EEOs to all employees defined by characteristics protected under company policy. In addition to federal law and company policy requirements, Passages complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has employees. This EEO policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.