

**Christian Reformed Church in North America (CRCNA)  
World Renew**

**Position Description**

**Position Title:** Writer, Communications and Marketing  
**Department:** Constituency Relations (CORE)  
**Reports To:** Associate Director, Communications  
**Status:** 60% FTE, non-exempt  
**Salary Level:** TBD

**PURPOSE**

This position supports the vision and mission of World Renew and the Constituency Relations (CORE) team by creating and implementing communications and marketing projects that inspire, educate, and motivate new audiences and World Renew's constituents to ever increasing levels of engagement. This is done through timely research, planning, writing, coordination, and implementation of various communications and marketing projects.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Plan and implement US church and direct mail campaigns including current donor campaigns, donor retention campaigns, donor acquisition campaigns and supporting marketing materials as requested
2. Write donor proposals and reports; write and edit additional donor communications as requested
3. Write and implement Joseph Steward legacy society materials; write and implement stakeholder communications as requested
4. Write annual report to Synod and Yearbook report, coordinating with necessary World Renew staff.
5. Edit quarterly country newsletters, quarterly volunteer newsletters, monthly directors' newsletters and other work as requested
6. Research and write Gift Catalog campaign fact sheets
7. Run quarterly revenue and impact reports for Communications team; uploading data to reporting system as requested
8. Perform other duties as assigned

**SUPERVISORY RESPONSIBILITIES**

None.

**QUALIFICATIONS**

The requirements listed below are representative of the knowledge, skills, and/or abilities required.

1. Committed to Christ and able to recognize this position as one that contributes to the work of God's Kingdom
2. Committed to representing the organization in a way that includes the perspectives of all our diverse constituency, paying particular attention to ethnic and gender equality
3. Knowledge of the Reformed faith/tradition as practiced by the Christian Reformed Church in North America (CRCNA) and knowledge of CRCNA constituency an asset(World Renew is an agency of the CRCNA)

4. A love of language with demonstrated writing skills and a thorough knowledge of correct grammar, punctuation, spelling, and general Business English
5. Demonstrated organizational skills with attention to detail and ability to meet multiple deadlines
6. Good interpersonal communications skills with a demonstrated ability to accomplish work goals through collaboration
7. Cooperative, flexible, and adaptable team player
8. Disciplined, self-motivated work style, proactive
9. Proficient in Microsoft Office applications including Word and Excel

#### **EDUCATION or EXPERIENCE**

1. Bachelor's degree required, in English, communications, or marketing
2. At least two years of work experience in communications, marketing or fund raising required
3. Knowledge of international disaster response and development an asset

#### **LANGUAGE SKILLS**

Proficient in the use of the English language required.

#### **PHYSICAL DEMANDS**

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **WORK ENVIRONMENT**

The work environment characteristics described here 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. Local and cross border travel with occasional international travel is required.