

COUNCIL FOR WORLD MISSION COMMUNICATIONS ASSOCIATE- CONTENT WRITER

The Council for World Mission (CWM) is a worldwide partnership of Christian churches. The 32 members are committed to sharing their resources of money, people, skills and insights globally to carry out God's mission locally in their countries. For more information, visit our website at www.cwmission.org or follow us on Facebook or Twitter.

ABOUT THIS ROLE:

The Communications Associate: Content Writer must possess good writing skills adaptable for diverse channels of communications; work closely with all team members to understand the strategic vision, content plan, and relate results to overall goals; and have an eye for detail as they review reports and identify opportunities for revisions and improvement.

Reporting to the Mission Secretary for Communications, the successful incumbent is a key member of the Communication team. This role is based in the Council for World Mission (CWM) Office in Singapore.

RESPONSIBILITIES:

1. Produce the CWM print & digital content

- Write in-depth content for CWM online channels and publications.
- Produce news releases, website articles, and social media content.
- Source, and write, copy content for the CWM website to write/populate the weekly CWM e-Newsletter, ensuring that it is topical and fresh.
- Ensure that the main CWM website content is maintained, technically updated and promoted to the audience.
- Create and publish engaging content, optimized for SEO.
- Write original content and proofread articles for CWM Publications.
- Prepare and create resources for CWM Publications.
- Perform other duties as assigned by the Mission Secretary for Communications.

2. Prepare audience engagement reports

- Monitor web, social, and online channels analytics to understand trends and improve engagement with the target audience.
- Performs data analysis using query and reporting tools.
- Produce standard and ad-hoc reports.

REQUIREMENTS:

- Bachelor's degree in journalism, communications, or a related field.
- Minimum of 5 years' experience in writing and sub-editing work, especially for websites, publications and newsletters.
- Exceptional written communication skills in English.
- Ability to produce content on-the-fly.
- Training in how to tell a story using words and images, and an understanding of how to create content that draws an audience.
- Working knowledge of WordPress.
- Experience with social media management, including dashboard creation and reporting.
- Fluency in web analytics tools (Google Analytics), social media marketing applications and social media monitoring.
- Excellent verbal communication and interpersonal skills.

How to Apply:

Please email your detailed CV with current and expected salaries to hr@cwmission.org

The closing date for receiving applications for this role is 31 Oct 2023.

Council for World Mission LTD

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