

## Multimedia Copywriter

Creative and Customer Engagement

Position Description

Supervised by: Senior Content Marketing Copywriter

Status: Non-Exempt, Part-time (24 hours)

Location: InterVarsity Press - Westmont, IL (will likely start remote due to COVID but will transition to fully in-person when safe)

**To advance the purpose of InterVarsity, this position will** write, edit, and adapt copy for use in digital and email advertising, print campaigns, and sales metadata.

### MAJOR RESPONSIBILITIES

#### Personal:

- Be a maturing disciple of Jesus Christ: growing in love for God, God's Word, God's people of every ethnicity and culture, and God's purposes in the world
- Bring an eye for creativity, audience awareness, and technical know-how to every project
- Implement strong standards for accuracy and consistency

#### Adapt, write, and format book metadata:

- Adapt editorial copy to write long and short book descriptions
- Research author biographical data and editorial copy to compile and edit author bios
- Use SEO and subject matter knowledge to provide book keywords and BISAC codes for maximum search and category discoverability
- Adapt and edit written tone to match nuances of book content and target audience

#### Write and review B2B and B2C email marketing content:

- Write original content for IVP email newsletters and third-party marketing eblasts, incorporating design direction, optimized links, and effective subject lines
- Review and proof designed email content for grammar, accuracy, design, and links
- Complete email reporting as directed

#### Write marketing copy for print and digital projects:

- Collaborate with marketing and sales managers on overall copy direction for projects
- Write and compile headlines, persuasive and descriptive copy, and calls to action for print ads, digital ads, event materials, sponsorship materials, sales flyers, catalogs, and other marketing collateral
- Write and compile website copy and content marketing
- Manage deadlines for several projects at once and collaborate with stakeholders using project management software
- Maintain consistency of voice and creative elements for different projects for the same book

#### Contribute to the effectiveness of the Creative and Customer Engagement Team:

- Provide internal proofing support
- Complete special projects as directed
- Work in partnership within the CCE team, the Sales & Marketing Team, and with other teams
- Continue to learn new programs and stay up-to-date on best practices for digital marketing and data management

## QUALIFICATIONS

- Annually affirm InterVarsity's Statement of Faith
- Bachelor's degree in English, journalism, marketing, or a related field preferred
- 1-3 years of professional experience in writing or marketing preferred
- Strong grasp of English grammar and persuasive writing
- Experience with Adobe Suite (especially InDesign) strongly preferred
- Experience with SEO preferred
- Experience with content management systems, email marketing programs, and basic HTML preferred
- Knowledge of Chicago Manual of Style preferred
- Self-starter comfortable with working independently and managing deadlines
- Adaptable and excited to learn new skills and programs
- Demonstrated ability and commitment to work in a diverse team environment
- Flexibility to attend the Urbana Student Missions Conference every six years, Dec. 26-Jan.1, and National Staff Conference every three years (the year after Urbana), approximately Jan. 2-7

*External Candidates:* Please see instructions at [ivpress.com/jobs](http://ivpress.com/jobs) to complete your online application and send your resume and cover letter to [ivpcareers@ivpress.com](mailto:ivpcareers@ivpress.com).

*For Internal Candidates Only:* Please download and complete the Internal Application Form and also send your resume to [ivpcareers@ivpress.com](mailto:ivpcareers@ivpress.com)

## InterVarsity Christian Fellowship/USA

### Frame of Reference

All staff members subscribe annually to the Purpose Statement of InterVarsity:

In response to God's love, grace and truth:  
The purpose of InterVarsity Christian Fellowship/USA is  
to establish and advance at colleges and universities  
witnessing communities of students and faculty  
who follow Jesus as Savior and Lord:  
growing in love for God,  
God's Word,  
God's people of every ethnicity and culture  
and God's purposes in the world.

This purpose is admittedly more limited than the Great Commission. As a mission extension of the local church, we have adopted boundaries on our activities based on our call to serve a defined group of God's people. Within the context of InterVarsity's purpose, all of the relationships and tasks that staff members engage in as part of their work for InterVarsity have both eternal and temporal components.

Values:

InterVarsity is committed to developing men and women from diverse cultures, backgrounds, and generations, whom God calls to work with us for both shorter and longer periods of service, as we pursue the call of God in the university world.

#### Maturing Disciple of Jesus Christ:

Every InterVarsity staff member is to be a maturing disciple of the Lord Jesus Christ, growing in obedience to the Scriptures. The marks of a long-term love relationship with Christ in the fullness of His Spirit are described in Galatians 5:22: "The fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control." In the workplace, this fruit is revealed in healthy working relationships which encourage all staff to accomplish their work and enhance their focus on the spiritual aspects of their work.

#### Teamwork:

Each individual staff person is a vital member of Christ's body. This means that we will work with one another in ways that honor and encourage all to grow in Christ while accomplishing His work. Our community requires that each individual serve as a team member in a collegial and open environment based on values, relationships, and vision as well as structure and position.

InterVarsity staff, both employees and volunteers, commit to serve God and all InterVarsity colleagues, students, and partners, with sensitivity to both the eternal and temporal dimensions of our work. "Whatever your task, work heartily, as serving the Lord." (Colossians 3:23a)