



Content Writer

Hours: Part-Time Salaried — Level 9 position

Revised 05/21

Line of Authority: Responsible to the Curriculum and Content Director (CCD)

Work Schedule: 10-20 hours per week (hourly)

Position Summary: Working alongside the GEMS Content Team, the GEMS Content Writer is responsible for creating compelling content for today's girls (ages 5-15) while maintaining a cohesive brand voice.

SPECIFIC DUTIES

ReFyne App for Tween Girls

- Collaborate with the ReFyne team to plan the app content calendar.
- Brainstorm, research, and create engaging content, including quizzes, activities, devotions, video scripts, and more.
- Edit, proofread, rework, and/or redo content, as needed.
- Liaise with other content writers to ensure brand consistency.
- Meet app content deadlines, following content requirements in terms of style and project specifications.
- Stay up-to-date with app developments and generate new ideas to draw the tween audience's attention.

Content Writing for Girls' Resources (Curriculum, Activity Boxes, GEMS On The GO)

- Meets with the GEMS Content Team to research, brainstorm, and develop resources for today's girls based on their felt needs and interests.
- Convert the information they've acquired into readable, easy-to-understand content tailored specifically to the girl audience.
- Helps create content (quizzes, articles, stories) as needed.
- Ensure all-around brand consistency (style, tone) and the content reflects the diverse communities our ministry serves.
- Revise work based on editorial feedback.
- Assist with content promotion through promotional events and traditional or digital campaigns.
- Responds to submissions and other publication requests, as appropriate.

General

- Continuously stays up-to-date on all things "girl": watch YouTubers, follow Instagram influencers, and hang out regularly with girls to ensure all content applies to our audience.

- Travels, as needed, to promote and/or represent GEMS at clubs, events, trade shows, and conferences.
- Participates in the annual GEMS Conference as needed.
- Attends professional development opportunities, as requested.
- Assists with various other duties as assigned by the GEMS ED.

SKILLS AND ATTITUDES NECESSARY

- Fully devoted follower of Jesus Christ with a passion to see His Kingdom grow.
- Perform responsibilities in a manner consistent with the GEMS Statement of Faith.
- Understands today's girls and the unique challenges they face in today's culture.
- Ability to meet deadlines.
- BS in English, Journalism, or relevant field is a strong advantage.
- Demonstrates excellence in organizational, written, and verbal communication skills.
- Displays a servant's attitude toward helping others and values teamwork.
- Consistently vision casts the high value and impact of GEMS.
- Maintains confidentiality, always.
- Ability to travel, as requested.
- This job may require some nights and weekends with notice.