

# CONTENT CURATOR



## Summary of Position:

One of the main roles of the **Content Curator (CC)** involves writing excellent and compelling content for VOMC's various audiences across its multiple platforms. In doing so, the CC will provide support to the Communications department, the ministry's Digital Growth and Engagement team, as well as the organization of VOM Canada as a whole. In essence, the CC will oversee a variety of projects that are aimed at raising awareness of God's heart for the persecuted and mobilizing the church in Canada to respond and take inventory of their own journey with Christ.

The CC will develop content that communicates effectively with both existing and future supporters by building brand equity and impelling action on behalf of Christians living in hostile situations.

The right candidate will help to develop and support projects that meet these goals. This individual will be an integral team player who is enthusiastic about VOMC's Core Values.

Additionally, the CC will:

- Conduct themselves in a Christ-like manner at work and outside the workplace.
- Participate in regular staff gatherings which include spiritual practices such as worship, Scriptural readings and corporate prayer.
- Pray with staff or ministry supporters when requested or deemed appropriate.

## Supervisor:

Vice President of Domestic Ministry

## Reporting to this Position:

None

## Duties:

### A) Program Communications (40%)

- Collaborate with other members of the Domestic Ministry team in order to plan and create high-quality, engaging content for both written and digital platforms.
- Participate in the storyboarding process, brainstorming different concepts and ideas in preparation for writing draft copies.
- Research and gather necessary information (external and internal) and stories for use in writing tasks.

- Make first-draft editing adjustments to various VOMC communication pieces, such as (potential) direct mail appeals, letters, educational pieces, calendars, reports, etc.
- Contribute to other marketing materials, including annual report(s), "thank you" letters, print ads, brochures, special donor query letters, signs, etc.
- Ensure that all written communications adhere to VOMC's *Brand Guidelines*, *Tone of Voice Guidelines* and ministry philosophy, as well as *The Canadian Press Stylebook*.
- Maintain familiarity with current topics regarding persecution trends, international development and Christian response.

## B) Digital Media Communications (40%)

- Imagine creative, unique and scroll-stopping content that will be presented creatively and professionally to VOMC's digital media followers.
- Create and develop social media strategies, content and schedules for VOMC's digital platforms; manage social media accounts (including Instagram, Facebook, YouTube, etc.) with the goal of continually increasing the ministry's targeted reach and meaningful engagement.
- Update, create and distribute content for VOMC's projects by assisting in social media content creation and website management.
- Write first-draft digital media material (for emails, website content and social media posts) and then ensure that the edited, finalized content is timely published.

## C) Administrative Support (10%)

- **Donor Communications Administration (\*Under Development):** Tasks would focus on areas such as donor cultivation, solicitation and appreciation through phone calls, mailings, emails and event communications.
- **Email Inboxes:** Monitor general inquiry emails, responding or forwarding them to the appropriate personnel; manage updates to donor communication preferences.
- **Displays & Materials:** Manage display inventory, as well as setup at events and conferences; ordering, printing and maintaining inventory of materials.

## D) Team Participation (10%)

- Demonstrate active participation in team meetings, including devotional times and prayer gatherings with staff, leading as required.
- Consistently meet timelines, communicating in a timely fashion when deadline extensions are necessary.

- Perform other job-related responsibilities as assigned.

### Skills & Abilities:

- **Excellent Communication Skills:** Strong proficiency in writing, editing and proofreading, with the ability to convey information in a clear, engaging tone; strong verbal communication skills with a pleasant and professional demeanor.
- **Organizational Skills:** Highly organized with proven abilities in time management, inventory management, record maintenance and general administrative support.
- **Creative Skills:** Able to create engaging content; familiarity with Microsoft Office, Adobe Creative Suite (Photoshop, InDesign), or other design tools.
- **Digital Media Skills:** Familiarity with website management, social media platforms and photo databases is preferred.

### The Ideal Candidate:

- Enjoys interacting via social media and implementing ministry-related viral content and visual messaging.
- Appreciates high-quality production and visual media, understanding how they can be effectively utilized to achieve the mission's purposes.
- Keeps up with current communication trends.
- Has an eye for catchy visual media.
- Is organized, consistent and self-motivated.
- Is self-directed with the ability to work independently and as part of a team.
- Possesses a high aptitude for Biblical literacy, understanding how to appropriately use Biblical references in written communication.
- Has the ability to collaborate with cross-functional teams.
- Is a creative thinker who is willing to give and receive constructive feedback on any project in development.
- Is a solution-oriented individual who can identify and work with others to explore and find ways to enhance VOMC's national and international impact.
- Enjoys contributing to a dedicated mission team that is passionate about the Lord and His ministry to the persecuted.