

Position: Content Writer
Full Time, Exempt
Supervisor: Director of Communications

Effective Date: 4/9/2024
Revision Date: 4/9/2024

POSITION: Content Writer

SUPERVISOR: Director of Communications

EMPLOYMENT STATUS: Full Time, Exempt

Position Description Summary:

The Content Writer uses print media, social media, broadcast media, blogs, and mass emails to engage with donors and the public about Vitae Foundation's important work in an effort to change the culture and build a future where abortion is unthinkable.

General Responsibilities:

The Title's responsibilities will include but are not limited to the following.

- Manage Vitae's Facebook, Instagram, "X", and YouTube pages, interact with followers, and produce content ideas for each social media channel
- Compose blog articles for vitaefoundation.org and vitaeresearchinstitute.org
- Write copy for all radio, print, and digital ads for Vitae events
- Promote Vitae events in the community using email blasts, news releases, church bulletin announcements, social media, and local event calendars
- Nurture relationships with local churches, civic groups, or other pro-life groups with the purpose of encouraging attendance at Vitae fundraising events
- Travel to each of Vitae's fundraising events throughout the year to operate PowerPoint presentation during the event
- Work with Director of Communications to draft script and PowerPoint Presentations for fundraising events
- Work with Director of Communications to compile content and write annual report, and quarterly newsletter
- Implement Communications Department strategies and projects
- Duties as assigned by the Director of Communications