



## Senior Staff Writer

**Pulse Mission** To Put Jesus at the Pulse of a Generation

### ABOUT YOU

The Senior Staff Writer will support the mission of Pulse and the Donor Ministries team by working closely with the executive team, strategic initiative leaders, and event directors to create a diverse array of collateral including brand briefs, brand messaging frameworks, website content, impact reports, donor communications, and other written collateral for internal and external audiences. The position will serve as both editor and principal writer for print and electronic published projects.

### Core Skills for This Role

- Great communication skills that will benefit you and your internal and external relationships.
- An ability to serve well on a team but also comfortable working independently.
- Teachable and able to pick up on new ideas, processes, and procedures quickly.
- Able to balance the overall goals and objectives while also paying meticulous attention to detail.
- Organized and able to plan and manage multiple projects simultaneously.
- Willing to take initiative when you see a task that needs to be done.
- Digital knowledge, experience, or ability to learn technology (we use MacOS) and systems for project management, event planning, and CRM.
- Servant heart and attitude, ready to help wherever and whenever needed.

### Specific Requirements for this Role

- Bachelor's degree with a preference for three to five years successful experience in brand messaging, communications, media relations, marketing or related field.
- Knowledge of standard concepts, practices, and procedures related to the position, including expertise in use of English grammar, punctuation, and syntax.
- Understanding of branding and position strategies for the organization and for specific projects.
- Knowledge of when and how to use various channels of communication.
- Write and design emails for all Pulse teams and Donor Ministries using the Hubspot platform.
- Manage email edits and assist projects to get through the queue in a timely manner.
- Meet deadlines on all projects.
- Update the Pulse Communications Style Guide and Brand Voice annually and ensure Pulse staff is apprised of important changes.



- Prepare e-newsletter, website content, project summaries and impact reports, and other written collateral for internal and external audiences.
- Write editorial and devotional content with an evangelistic focus.
- Update the Pulse website as needed and anticipate updates without being prompted.
- Proof written and digital projects across Pulse teams as needed.
- Ability to follow strict deadlines and fact-check information.
- Broad knowledge of headlines and best practices in email subject lines.
- Knowledge of best practices in fundraising and email marketing, implementing those practices to keep Pulse current and in legal compliance.
- Identify story candidates, interview candidates, and write story summaries that highlight outcomes of Pulse initiatives.
- Maintain a story library of quotes and stories for use across Pulse teams for print and digital projects related to fundraising in print, digital, or web channels.
- Help strategize and implement best practices in fundraising for print and digital appeals and keep up to date on the latest research in effective, data-driven donor communications.
- Write print and email appeals to help meet ministry fundraising goals using best practices in effective donor communications.
- Organize strategic initiatives and event campaign information for effective presentation in publications, websites, and other media.

### Additional Responsibilities

- You'll engage in personal and team development opportunities presented by Pulse leadership.
- We expect that you'll assist and perform all other duties as assigned.
- Travel as needed. Comp time is given for weekend travel.

## ABOUT US

Pulse exists to put Jesus at the pulse of a generation. We aim to bring the hope of Jesus to the next generation through live events and livestreams and local revival gatherings, by sharing digital resources, and by raising up passionate young leaders. People need Jesus now more than ever. Join our team and help spread the Gospel of Jesus to campuses, communities, and other countries.

### People at Pulse...

- Follow Jesus and live faith-forward, and are in agreement with the Pulse mission, [Statement of Faith, and Core Values](#).
- Are passionate about evangelism and make it relevant to all.
- Pursue and exceed objectives, going for excellence, not easy.
- Model Christian integrity, are hard workers, and persistent. We have grit.
- Show agility, adapting and reassessing to new situations quickly.
- Are good stewards of our resources, maximizing our time, talent, possessions, and wealth.



- Are diverse, coming from “every tribe, tongue, and nation.” (Revelation 7:9)

#### Job Details

**Status** Full-time, Salaried, Exempt

**Reports to** Director, Marketing Communications

**Benefits** Health, Dental, Vision, HSA

403B retirement match

**Department** Creative & Marketing

**Updated** August 2023