



Lausanne Movement

POSITION TITLE: Content Strategist: Emerging Content

DEPARTMENT: Communications

REPORTS TO: Director of Communications and Content

WORKS CLOSELY WITH: Director of Communications and Content, Project Coordinator, Communications and Content Teams

We are seeking a creative and strategic content strategist to develop and implement innovative content solutions. The ideal candidate will have a passion for developing new and engaging content that resonates with target audiences and drives organizational objectives. This role requires excellent communication skills, dynamic and strategic thinking, and the ability to collaborate with cross-functional teams.

KEY RESPONSIBILITIES

- Share in the leadership of developing a multi-product content strategy in collaboration with the director of content and other key contributors.
- Lead the content strategy for agreed-upon products and/or channels.
- Utilize the brand filter to ensure that the content strategy coherently engages the Movement's audiences and related personas.
- Collaborate with the team to generate fresh and creative content ideas in contribution to the formation of the content calendar and the Lausanne website and platforms, keeping the audience and their user journeys in mind.
- Create and manage an editorial calendar to ensure a consistent flow of content.
- Create new and curate existing Lausanne content to engage target audiences in fresh and innovative ways.
- Manage and relate to content contributors, providing guidance, feedback, and support as needed.
- Develop and implement content standards and best practices to ensure consistent quality and tone across all content.
- Collaborate with other departments and stakeholders to ensure content aligns with other initiatives and projects.
- Measure and evaluate the success of content initiatives, using data to inform and improve future content strategy.



POSITION REQUIREMENTS

Professional

- Qualification in communications, theology, missiology, or a related field.
- 2+ years of experience in a content creation, editorial or storytelling role.
- Ability to develop strategies within the scope of the broader organizational mission and vision.
- Awareness of current trends and opportunities in missions and in a global context.
- Excellent organizational and time management skills, with the ability to manage multiple projects simultaneously.
- Strong interpersonal and collaboration skills, with the ability to work effectively with cross-functional and cross-cultural teams.
- Excellent written and verbal communication skills.
- Ability to work in a fast-paced, deadline-driven environment.

Spiritual

- Follower of Jesus Christ
- Affirmation of *The Lausanne Covenant* (www.lausanne.org/covenant)
- Ability to interact sensitively with people from diverse Christian theological perspectives within the global Body of Christ, under the common commitment of *The Lausanne Covenant*.
- Embraces the spirit of Lausanne described as a spirit of humility, friendship, study, prayer, partnership, and hope.

TIME COMMITMENT: 40 hours a week

COMPENSATION: Payment will be arranged based on competencies and responsibilities and will be decided on an individual basis.

LOCATION: Remote working arrangement, with required availability at different times of the day for periodic calls with staff around the world. This position may require some international travel (10-15 nights per year).

To apply for this position, please submit your CV and a cover letter to Michael du Toit by email on mdutoit@lausanne.org before Friday 24 February 2023.