

HEARTBEAT INTERNATIONAL

Job Description

TITLE: Managing Editor (PH News) / Content Writer (HBI) Exempt

DEPARTMENT: Communications and Marketing

REPORTS TO: Director of Communications and Marketing

REMOTE WORK STATUS: Position eligible to work remotely

SUMMARY:

The Managing Editor/Content Writer assists in the writing, development, and layout of articles for PH News and for other HB publications, in addition to supervising the PH News freelance writing team. All activities will be consistent with Heartbeat's Christian core operational values and core beliefs, in support of Heartbeat's programs and services, constituents, and to promote Heartbeat International's pro-life mission and vision.

JOB RESPONSIBILITIES:

Primary Responsibilities

1. Write and edit articles and opinion pieces for Pregnancy Help News
 - Verify facts, dates, and statistics, using standard reference sources.
 - Interview sources for stories.
 - Perform background research for articles and opinion pieces to ensure depth and quality of work.
 - Read or proof to ensure correct punctuation and syntax.
 - Encourage adherence to style standards.
 - Ensure accuracy and adherence to Heartbeat International's mission, vision, and values.
 - Ensure communication and marketing objectives are met.
2. Perform proofreading duties to ensure spelling and style are correct and consistent, text matches the original, graphics are correctly captioned, etc.
3. Build and maintain media relations to achieve reprints, quotes, and features of our work on other media channels
4. Coordinate a team of freelance writers
 - Assign stories and correspond with freelance writers on a regular basis.
 - Edit articles and opinion pieces, ensuring accuracy and adherence to Heartbeat International's mission, vision, and values.
 - Keep track of writers' invoices, turning them in to payroll when due.
5. Manage Pregnancy Help News social media, posting to Facebook and Twitter to drive traffic back to the site
6. Participate in the development, design, review, edit, and publication process for online materials. This includes:
 - Assist with selection/development of graphics.

- Assists with layout.
- Coordinate with content experts to obtain information.

Secondary Responsibilities

7. May represent Heartbeat at meetings and other events.
8. May assist with developing/writing/editing presentations for other staff for conferences, trainings, consultations, etc. for Heartbeat International.
9. Accept assignments not specifically delineated above as requested by the supervisor.

SUPERVISION (Received/Exercised)

Receive periodic supervision through the assignment of projects and setting of project goals/objectives by the supervisor and evaluation of results with periodic updating. Resolve non-routine problems with minimal impact on organization.

QUALIFICATIONS:

1. Excellent oral and written communication skills.
2. Writing experience with (demonstrated) good writing skills relative to responsibilities of the job description (journalistic and/or marketing). Related college degree preferred.
3. Familiarity with interactive multimedia technologies and a willingness to stay abreast of new technologies used in publishing/communication.
4. Experience in the pro-life movement. Experience with pregnancy centers preferred.
5. Ability to meet tight deadlines.
6. Good human relations skills for interfacing with staff, Board, affiliates, media, and the general public.
7. Must have independent, sound judgment and be a self-starter with high initiative.
8. Ability and willingness to work cooperatively--with a Christian servant heart--to support and promote Heartbeat International's pro-life mission and vision and Christian core operational values in the execution of position responsibilities.
9. A willingness and desire to serve and to support and promote Heartbeat International's life-affirming ministry and God's plan for our sexuality.
10. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others, especially in writing, and to contribute to an office environment conducive to supporting HB's ministry of life.
11. A working knowledge of word processing (MS Word). Experience with Photoshop, InDesign, and/or editing web content (i.e, in Joomla) very helpful.
12. Experience with graphic design helpful.