

**MISSIONS OF HOPE INTERNATIONAL
JOB DESCRIPTION**

Position: Senior Content Writer
Reports to: Communications Manager
Supervises None
Department: Communication
Grade:

Overall Job Purpose

The Senior Content Writer plays a pivotal role in shaping and enhancing our internal and external communications through compelling storytelling and strategic content development. This role is responsible for creating high-quality blog posts, emails, white papers, news articles, social media content, case studies, web copy, and other marketing materials that engage diverse audiences and strengthen our brand.

Duties and Responsibilities:

- Creating content that spans a variety of topics for a broad range of communications channels (website, blogs, emails, articles, social updates, case studies, guides, white papers, brochures, flyers, etc.)
- Craft donor-facing materials that showcase impact and inspire continued investment.
- Work closely with program teams to capture authentic stories from the field with dignity and respect.
- Translate complex program outcomes into powerful narratives that resonate with diverse audiences.
- Creating concise, eye-catching, and innovative headlines and copy.
- Creating content for media-worthy stories, press releases and work with external parties (PR companies, media, journalists, etc.) to increase visibility around MOHI's work and presence in global and regional media.
- Managing content for the company's website and brochures.
- Brainstorming and collaborating with the marketing team for new ideas and strategies.
- Researching markets and industries to compare and create content that is innovative and original.
- As needed, travel domestically to capture content for marketing campaigns, donor updates, and other projects.
- Mentor junior writers to uphold organizational writing standards.
- Other duties as assigned.

Education/Experience:

- Bachelor's degree in Communications, Journalism (Print Media), English, or a related field. A Master's degree is an advantage.
- 5+ years of professional writing and editing experience, preferably in the NGO/non-profit or development sector.

Minimum Skills and/or Knowledge Required:

- Has sophisticated command of written English with a clear ability to switch between formal communication for the organization and a personable, casual tone of voice while telling someone's story.

- Has good interviewing skills and the ability to put people at ease while asking the right questions to get the complete story.
- Has strong people skills and is able to work well and take input from multiple stakeholders while working in a collaborative environment.
- Has an entrepreneurial, innovative spirit; an ability to apply creativity in a practical way.
- Is able to work autonomously and independently; this person will be expected to take input from many stakeholders, but ultimately support the brand's communication strategy with confidence.
- Can prioritize a varied workload and work well under pressure while adhering to strict deadlines.
- Has no qualms about working among disadvantaged communities which entails interacting with slum dwellers and various rural community members.
- Has a deep passion for the organization and its mission.