



MOPS.ORG

We don't sell mops; we gather moms. Here at MOPS, we believe in the simple but revolutionary idea that remarkable things happen when moms come together. That's why we rally women, in their own neighborhoods, to help them become more brave, kind and honest, one gathering at a time.

We're a family friendly, faith-based organization looking for hungry, smart and humble individuals to grow MOPS and make us better at cultivating communities of moms around the world. We have fun as we work, and when all else fails we eat chocolate and drink coffee together.

If the warm fuzzy feelings you get from serving moms aren't enough, we also offer benefits like health insurance, a retirement plan that MOPS matches, and lots of holidays and vacation days. So get ready to work hard, laugh often and celebrate victories with us along the way.

MOPS International is looking to hire a rock star Content Writer. Join the Marketing Team and play a critical role in helping us reach 1 million moms. Interested? Pick up your laptop, send us your resume, and we'll do an incredibly embarrassing happy dance!

Here's what you need to know:

Key Responsibilities

- Work closely with the Director of Creative Strategy to create content campaigns that align with marketing objectives and organizational goals, including lead generation and sales, renewal, development and MOMcon (annual mom conference).
- Regularly produce captivating content for moms that positions MOPS as experts in motherhood.
- Stay abreast of trends in mom culture by analyzing content performance and content research.
- Adjust writing to fit mom, MOPS leader and church audiences as needed.
- Adjust writing to fit various mediums such as email, ads, articles, social media, web and other channels.
- Create copy that is clear, succinct and prompts readers to act in accordance with campaign objectives.
- Ensure all copy and written content is world-class and meets brand and marketing requirements.
- Ensure cohesive messaging across the organization.
- Become an expert in all forms of marketing communication including email strategies and copy writing.
- Collaborate with other teams to create innovative content ideas.
- Attend and provide input for relevant creative meetings.
- Editing support as needed.
- Continually look for creative new marketing opportunities and project developments.
- Invest in a team that is passionate, hardworking, sometimes free-spirited and often hilarious.
- Other duties as assigned.

Job Qualifications

- Follower of Jesus and able to faithfully sign and uphold the MOPS Faith and Values Statement.
- Bachelor's degree in marketing, public relations or communication preferred.
- Demonstrated excellence in long-form content creation and copywriting skills.
- Three or more years of writing experience required.
- Expert wordsmith and storyteller.
- Experience and enthusiasm for marketing.
- Extremely strong creative and strategic skills.
- Deep understanding of brand-orientated copy.

Details

The Content Writer is a 40hrs/wk in-office position that is eligible for all of our benefits.

Send your resume and cover letter to employment@mops.org so that we can get to know you better. Don't be shy, tell us why this is the perfect job for you and why you're excited about our vision to reach 1 million moms. We can't wait to hear from you!