



Job Description

Creative Content writer

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| Work Location: | Home based |
| Hours: | 10 - 16 hours per week |
| Contract: | Rolling contract |
| Starting: | As soon as possible |

ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the US and offices in China. ACTAsia has a Special Consultative Status with UN ECOSOC. We work to drive long-term, sustainable change for animals, people, and the planet through a range of tailored education programmes across Asia. Our UN awarded education programmes work across three sectors of society: Children, Consumers and Professionals.

We are looking for a talented individual for the position of Fundraising Assistant to join our home-based office in Penn, High Wycombe.

Purpose of the Job

We are currently looking to expand our writing team for our charity. We need a content writer who is creative, curious and accomplished and who is interested in making a difference to people, animals and the environment. You must be capable of inspiring people, enthusing funders and donors, and bringing together volunteers through the power of the written word.

Main Duties and Responsibilities

- Content research and writing engaging stories in line with key themes and messages that resonate with supporters, including long-form reports, articles, blogs, interviews, case studies and infographics.
- Writing in line with brand guidelines, including imagery in line with ACTAsia's visual identity to supplement content.
- Accurately referencing sources in all content produced.
- Editing and proofreading content with an eye for detail.

- Working closely with the Communications Manager, developing content ideas, and creating content independently.
- Draft inspirational supporter-focused materials as well as proofreading and editing activities on an ad hoc basis.

Writing projects may include

- News articles
- Copywriting for website content
- Promotional materials (posters or brochures)
- Blog posts and social media posts
- Campaign content in collaboration with ACTAsia's fundraiser
- Writing engaging and inspiring content for supporters and major donors, including quarterly highlights, annual reviews, and general communications to supporters.

About the team

As Content Writer, you will be a core member of our small, friendly and highly collaborative team. You will report directly to ACTAsia's Global Head of Comms.

We are committed to ACTAsia being a diverse and inclusive workplace where everyone can thrive. We welcome applications from all individuals and aim to make our recruitment processes as inclusive as possible.

About you

This is a challenging but rewarding role, so we are seeking someone with the following skills :

Essential

- Excellent oral and written communication skills-native English speaker
- A keen editorial eye/experience
- Ability to adapt your writing style to our brand voice.
- At least one year's experience in content creation and/or writing for a charity audience.
- Track record of writing engaging online copy for diverse audiences, such as widely read articles and blogs. You will be asked to provide a portfolio as part of the application process.

- Ability to work fast, proactively and reactively in the research, development and delivery of written content.
- Detail-orientated, with an eye for effective proofreading and attention to detail.
- Ability to juggle multiple priorities and maintain a structured way of working.
- A passion for ACTAsia's mission.

Desirable

- A degree in communications, journalism, PR, marketing, or English.
- An understanding/interest in writing about topics under our charity work.
- Website SEO

Further information

Please supply four articles or excerpts from more extensive texts you have authored. The articles you submit cannot have multiple contributors. Please indicate the following information to the best of your knowledge.

- The articles reach
- Impressions/views
- Some feedback (on at least one of the articles) on how the piece impacted readers
- How long each article takes to research and write.

Please send your application to admin@actasia.org.