

Job Title: Copywriter

Reports to: International Marketing Manager

Hours: Full-time (40 hours a week). Flexibility to occasionally work outside hours is required.

Location: London

About the Organisation:

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as the future of their families, their community, and society at large. In order to achieve that, we are led by our core values of transparency, dignity and empowerment.

Key Responsibilities:

- Creating copy for digital campaigns, social media, email marketing, and advertising materials.
- Translating complex issues into clear, concise, and persuasive copy.
- Creating original web content to support the charity’s SEO strategy.
- Editing and proofreading content to ensure accuracy and adherence to brand guidelines.
- Writing and editing a variety of other marketing materials, such as case studies, blogs, and video scripts, print materials, and more.
- Any other support for the Marketing team as appropriate.

Skills:	Essential	Desirable
Proven experience in persuasive copywriting and producing research-based and engaging content across various channels, both online and offline.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in working in the non-profit sector.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience in researching and developing engaging stories.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in interviewing and writing about vulnerable people in developing countries.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent grammar, punctuation, and attention to detail.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in SEO keyword assignment.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent written, verbal, and presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intercultural sensitivity and inclusive language skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong working knowledge of Microsoft Office Programs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Good oral and written communication skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work to agreed outcomes without supervision.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Good presentation skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project management skills.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fluency in Arabic.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fluency in Dari.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Strategy creation and execution	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Data literacy and reporting skills	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Competencies:	Essential	Desirable
Excellent organisation and effective communication.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conflict resolution and critical thinking.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactivity and self-motivation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Great listening and rapport building.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work as part of a team.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong attention to detail and organisational skills.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The ability to manage pressure and conflicting demands, and prioritise tasks and workload.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hard working and eager to learn.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tact, discretion, and respect for confidentiality.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional requirements: Flexibility of working outside working hours occasionally & expected during campaigns.

Salary: £28,000 - £30,000 per annum (depending on experience)

Note: Responsibilities articulated in this job description are subject to review and changes and depending on the needs of the organisation at any given time.