



Scope of Work - Blog Writer & Curator

Mission Statement

Illustrated Ministry creates accessible faith-based resources for the church and home. Our thoughtful and easy to use materials are designed to foster authentic faith engagement with our refreshing designs, creative activities, and intergenerational focus.

We celebrate the expansive image of God in everyone through open, inclusive and progressive language, imagery, and theology.

Over sixty different denominations around the world and across the theological spectrum enjoy and use our resources. Aware of our diverse customer base, we have found our community values our work for a variety of reasons:

- Open and inclusive theology
- Diversity in content and illustrations (you won't find a white Jesus here)
- Inclusive language
- Intergenerational focus
- Digital and downloadable content
- Tiered-pricing so products are available to churches and groups of all sizes

Vision Statement

Meeting all of your ministry needs with creative materials that foster authentic engagement to grow in faith.

General Overview of Illustrated Ministry

We are a growing company that creates progressive resources for the church and home. We are headquartered in Racine, Wisconsin but our team is spread throughout the US and Canada. We communicate primarily through Slack (messaging), Asana (project management), Zoom (conference video calls), and email.

Our faith-based products include worship resources, curricula, family resources, seasonal resources (Lent and Advent) and large coloring posters. Our products are primarily digital but we do sell stickers, greeting cards, buttons, and physical sets of our large coloring posters. We use inclusive language, progressive theology, and diverse, child-friendly (when appropriate) imagery to create our materials. We attempt to incorporate art and movement into our resources in a way that helps people connect with scripture.

Our production schedule varies by project, but included in the overall timeline will be time for product development, product creation, and product editing and layout.

Our customer base is in the US, Canada, England, Australia, and New Zealand. Our customers tend to be pastors and program directors (youth directors, children's ministry directors, etc). We do sell materials to faith-based schools and nursing home communities. Our customers are a variety of ages and ethnicities who serve in churches from small rural communities to large urban congregations and suburban churches in between. Our customers tend to be progressive in their theology and inclusive in their teaching. Our materials strive to provide this audience with quality, theologically sound and meaningful resources.

Blog Writer & Curator Job Description

- Report to the Founder and work with the Founder & Director of Product Development on overall concept development for blog content
- Create (write, edit, and proofread) weekly blog posts that have concise, eye-catching, and innovative headlines and body copy
- Manage archives of previous posts
- Plan the schedule for blog topics, guest posts, and interviews
- Conduct research on theological topics in order to create relevant content that aligns with Illustrated Ministry's standards
- Connect with industry influencers and conduct interviews or plan guest posts
- Reach out to existing customer base to conduct interviews & get feedback for blog content

Required Skills and Experience

- Must be able to create effective copy
- Must be able to write, edit, and proofread
- Proficient in Photoshop (and Adobe Illustrator if they prefer that program)
- Write and design blog content that is well-researched, theologically supported, and relevant for the Illustrated Ministry audience
- Must be well versed in the Bible, progressive theology, and child development

Preferred Skills and Experience

- Skilled in WordPress Content Management software and social media management
- Familiar with latest children's, youth, family, intergenerational ministry trends and existing materials

Desired Skills and Experience

- Has served in children's/family ministry
- Holds a degree in theology or related field
- Has a background in copywriting

Expectations

- Accept revisions and redirection of work as needed to create content that meets Illustrated Ministry's standards and theological alignment
- Meet weekly deadlines or communicate in advance if unable to meet a deadline
- This will be a flexible schedule that allows for ebb and flow of workload
- Publish weekly blog posts (or biweekly - to be determined with Founder and the Director of Product Development)
- Maintain weekly schedule and curate content

Commitment

- 5-10 hours per week

Work requested

- Three samples of writing
- One recreation of a graphic for a blog post, made in Photoshop/Illustrator
- Link to blog (if you currently write or run one)

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