

Junior Copywriter – Job Description

General Description

In support of the Creative Director (CD), the Junior Copywriter is responsible for helping creatively communicate the mission, vision, and ministries of Lighthouse Church (LH) through clear, compelling, and consistent written communication. The Junior Copywriter will champion the voice and tone of LH by taking creative direction from concept to execution across a variety of church-wide, ministry, event, and communication needs.

This role will collaborate closely with the CD, Creative Producers (CPs), and other members of the Creative Team to develop and refine copy across digital, print, social, environmental, and promotional applications. The Junior Copywriter will help ensure that messaging is clear, engaging, audience-aware, and consistent with the established voice of Lighthouse Church.

The ideal candidate has a passion for Jesus, a love for words and storytelling, a collaborative spirit, and a desire to grow creatively. They are a team player who can receive direction well, ask thoughtful questions, manage multiple assignments, and translate ideas into concise and compelling communication.

The ideal candidate is a developing writer who is eager to grow their craft while contributing to a collaborative Creative Team. They are dependable, teachable, organized, curious, and comfortable moving between creative storytelling and detailed editing. This individual values both creativity and clarity and understands that strong communication begins with understanding the audience. They can take a large idea and communicate it simply, recognize when fewer words are more effective, and work collaboratively with designers and producers to create communication that feels unified.

Above all, they are excited to use their creative gifts to help people understand, engage with, and take their next step within the mission and vision of Lighthouse Church, which is to reach the lost and make disciples.

Essential Job Functions.

Copywriting and Communications:

1. Support the CD in executing the creative vision, messaging, and voice of LH across ministries, events, sermon series, and church-wide initiatives.
2. Collaborate with the CD and CPs to develop clear and compelling messaging for a variety of audiences and communication channels.
3. Write and edit copy for digital, print, social media, email, web, environmental, and promotional applications.
4. Take messaging direction, briefs, or foundational concepts and develop them into finished copy for the appropriate audience and platform.
5. Develop headlines, taglines, calls to action, descriptions, captions, and supporting campaign copy.
6. Assist with naming, messaging, and copy development for sermon series, special events, ministry initiatives, and other creative projects.
7. Write and refine copy for LH website pages, event registrations, ministry descriptions, and other digital experiences.
8. Develop copy for email communications, newsletters, announcements, and promotional campaigns.
9. Support CPs with copy for social media posts, Stories, video descriptions, and other digital content.
10. Assist with scripts, talking points, promotional videos, announcements, and other short-form storytelling needs.

11. Proofread and edit materials for grammar, spelling, clarity, consistency, and alignment with the LH voice.
12. Maintain consistency with established LH brand standards, communication guidelines, and creative direction.
13. Participate in creative conversations, brainstorming, critiques, and project reviews.
14. Receive and implement feedback with flexibility, professionalism, and attention to detail.
15. Manage multiple assignments and deadlines while communicating progress, questions, and potential challenges to the CD.
16. Collaborate with designers and CPs to ensure copy and visuals work together as a cohesive creative expression.
17. Assist with additional Creative Team projects and communications needs as assigned.

Typical Project Scope:

The Junior Copywriter will help develop and execute copy for projects including:

- Special Events
- Sermon Series
- Ministry Campaigns and Kits
- Website and Event Pages
- Email Communications
- Social Media and Digital Content
- Print Materials
- Building and Environmental Signage
- Video and Motion Scripts
- Promotional Campaigns
- Announcements and Calls to Action
- Naming, Headlines, and Taglines

Qualifications.

- A portfolio or writing samples demonstrating strong copywriting, storytelling, editing, and written communication skills.
- Strong understanding of and familiarity with Scripture and the Bible, with the ability to accurately incorporate biblical themes, language, and references into written communication when appropriate.
- Full alignment with Lighthouse Church's Statement of Faith and the ability to represent its beliefs, mission, and values faithfully through written communication.
- Strong command of grammar, spelling, punctuation, and written English.
- Ability to write clearly and concisely while maintaining a consistent brand voice.
- Ability to adjust tone and messaging for different audiences, platforms, and communication objectives.
- Strong proofreading and editing skills with exceptional attention to detail.
- Ability to take an established creative concept or communication objective and thoughtfully develop supporting copy.
- Strong organizational and time-management skills with the ability to manage multiple assignments simultaneously.
- Strong communication skills and a collaborative, team-first approach.
- Ability to receive creative direction and feedback while also contributing ideas and creative problem-solving.
- Ability to understand the heart behind a ministry, event, sermon, or initiative and communicate it in a way that is accessible, engaging, and biblically consistent.
- Willingness to work part-time in the office.
- Experience writing for social media, email marketing, websites, or digital communications is preferred but not required.

- Familiarity with church, ministry, nonprofit, or creative agency environments is preferred but not required.
- Bilingual proficiency in English and Spanish, including the ability to write, edit, or translate Spanish-language communications, is a strong plus.
- Basic understanding of design, visual communication, or the Adobe Creative Suite is a plus but not required.

Ideal Candidate.

The ideal candidate is a developing writer who is eager to grow their craft while contributing to a collaborative Creative Team. They are dependable, teachable, organized, curious, and comfortable moving between creative storytelling and detailed editing.

They have a genuine love for Jesus and Scripture and understand the responsibility that comes with communicating on behalf of a local church. They are able to approach biblical and theological subject matter with care, accuracy, and humility while remaining fully aligned with Lighthouse Church's Statement of Faith.

They value both creativity and clarity and understand that strong communication begins with understanding the audience. They can take a large idea and communicate it simply, recognize when fewer words are more effective, and work collaboratively with designers and producers to create communication that feels unified rather than disconnected.

Above all, they are excited to use their creative gifts to help people understand, engage with, and take their next step within the mission and vision of Lighthouse Church.

Compensation.

This is a part-time position compensated at a rate depending on experience. Weekly hours and schedule will be established based on the needs of the Creative Team.