

### Job description

**Department: Media and Communication**

**Position: Bilingual Copywriter (Arabic / English)**

**Location: Ramallah / Amman**

**Reports to: Director of Media and Communications**

**Job Purpose:** The Bilingual Copywriter will lead the development of high-quality written content in both Arabic and English across Taawon's programs, fundraising initiatives, events, and institutional communications. The role aims to strengthen narrative clarity, tone consistency, and messaging impact across all communication channels, contributing to a coherent and compelling institutional voice..

#### **Key Duties and Responsibilities**

- Develop compelling Arabic and English copy for:
  - Program briefs and reports
  - Donor communications
  - Campaign messaging
  - Event materials
  - Website content
  - Institutional announcements
- Adapt messaging for diverse audiences including local communities, regional partners, diaspora audiences, and institutional donors.
- Edit and refine internally produced content to ensure clarity, accuracy, narrative strength, tone alignment, and institutional consistency.
- Collaborate closely with PR, Social Media, Programs, and Fundraising teams.
- Contribute to campaign concept development from a messaging perspective.
- Ensure cultural sensitivity and contextual accuracy in all outputs.

#### **Qualifications & Experience**

- Proven professional writing experience in both Arabic and English.
- Background in communications, journalism, nonprofit communications, or related fields.
- Strong editorial judgment and attention to detail.
- Ability to translate complex development or humanitarian work into accessible and engaging language.
- Ability to work effectively under structured deadlines.

#### **Key Performance Indicators (KPIs)**

- Noticeable improvement in clarity and consistency of written outputs.
- Reduced revision cycles and faster content approval.
- Positive feedback from Programs and Fundraising teams.
- Strong narrative coherence across campaigns and institutional materials.