

## ROLE DESCRIPTION | Storytelling Coordinator



TITLE | Storytelling Coordinator

CONTACT/REPORTS TO | Operations Director

COMPENSATION | Contract, hourly

TERMS | 10 hours a week

### OVERVIEW

The Storytelling Coordinator will be a contracted member of the Treetops Collective team, growing the organization's mission and vision through visual and written storytelling, building a library of assets, and creating work ready for publishing via website, email newsletter, and social media.

### GENERAL RESPONSIBILITIES

- In collaboration with the Operations Director, set strategy and vision for Treetops' storytelling visuals, messaging, and activities.
- Coach team members in how to proactively gather assets (photos, videos, post captions, interviews, storytelling ideas)
- With the Operations Director, give direction and assignments to Storytelling Team members.
- Discover and recommend storytelling opportunities and participate in brainstorming, catering stories to serve the needs and organizational goals of Treetops Collective--donor development, social enterprise sales, volunteer recruitment and appreciation, community education and awareness, brand building.
- Discover and recommend opportunities to improve the donor, customer, and volunteer experience.
- Collaborate with Operations Director, take constructive feedback, and alter work accordingly.

### SPECIFIC RESPONSIBILITIES

- Outline, develop, and polish storytelling pieces for the blog, email newsletters, social media posts, and fundraising appeals.
- Manage email communications - 1 monthly newsletter, social enterprise messages as requested by Social Enterprise Director, and fundraising appeals as requested by Executive Director.
- Manage blog, delegating writing duties, editing pieces, and publishing on our website
- Manage Instagram & Facebook, posting 4+ times a week.
- Own the collection and building of a library of photography and videography documenting the work of Treetops Collective.
- Lead Storytelling team meetings
- Attend one-on-one and team meetings in person, work from Treetops space 1-2 times a week, and remote as desired.
- Attend monthly Gukura girls group meetings, quarterly Sister Circles creative gatherings or other events as needed, requested, and able.
- Other assignments as requested

### GOALS

- Regular, consistent and engaging social media feeds on Instagram & Facebook
- Timely responses to requests from team members for storytelling support for volunteer recruitment, social enterprise sales, fundraising, event promotion etc.
- Planning three months ahead and hold regular storytelling meetings
- Develop personalized and segmented email lists

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*Updated 4.22.19*