



Community Foundation for Greater Atlanta Storytelling Associate

POSTION: Full-time Exempt

DEPARTMENT: Marketing and Communications

REPORTS TO: Storytelling Manager

The Community Foundation for Greater Atlanta works to inspire and lead our region toward equity and shared prosperity for all who call our region home. We work with a shared commitment to community working with residents, donors and civic leaders across public, private and philanthropic sectors to seize the greatest opportunities and solve the region's most pressing challenges. In 2022, the Foundation launched a new five-year strategic plan that unequivocally embraces equity as the Foundation's #1 priority.

The best stories inspire us to do/be/imagine/aspire to more. By helping to connect our head and our heart, stories help create empathy and give us the courage to reimagine our world.

The Storytelling Associate works closely with the Storytelling Manager and other members of the marketing and communications team to identify and elevate stories about the Foundation's wide-ranging impact through TogetherATL, via its various systems change and place-based initiatives and partnerships with community members, donors, nonprofits, and more. Insatiably curious and observant, the Storytelling Associate is a "roving reporter" whose main goal is to interface with and collect the stories of our partners—the advisors, community members, donors, and nonprofit partners advancing the work of equity and shared prosperity in metro Atlanta. Once they have collected those stories, the Storytelling Associate works in partnership with the Storytelling Manager and members of the Marketing and Communications team to create compelling, shareable content that engages our target audiences across multiple platforms and drives engagement and brand awareness.

Essential Functions of the Position:

- Work with Storytelling Manager to create quarterly content calendar that amplifies the national conversation and local discourse in our placed-based and systems change work, through a racial equity lens.
- Identify, research, write, and edit stories that convey the impact that the Foundation is making on our region through our place-based and systems change initiatives.
- Coordinate and conduct interviews with advisors, donors, grantees, nonprofit partners, etc. for use in stories and across all Foundation print and digital channels.
- Work with peers in Marketing and Communications to create engaging and compelling storytelling for various marketing initiatives, and strategically integrate these stories across all print and digital channels, including website, blog, email marketing, social media, and advertisements.
- Work with Marketing and Communications, Philanthropy, Community Impact, and Content Teams to identify interesting, newsworthy stories or nonprofit partners to amplify in the Foundation's communications channels.

- Take responsibility for the accuracy and completeness of all work.
- Ensure all projects proceed according to plan and deadlines, drawing attention to potential problems before they occur.

Qualifications:

- Minimum four-year college degree in English, journalism, marketing, advertising or related field; or 2-3 years journalism, content management, or editorial experience.
- Previous news, community reporting, or multimedia journalism (MMJ) experience a plus.
- Skilled in the use of digital editing tools and platforms, including social media, and video, and creating compelling, engaging, sharable content.
- Ability to produce thoroughly researched, well-written, compelling content with minimal supervision.
- Understands how to tell compelling stories across multiple platforms, including but not limited to TV, print, YouTube, social media.
- Proficiency Microsoft Office suite and in Associated Press (AP) standards.
- Strong demonstrated relationship building, interpersonal communication and customer service skills, including ability to accommodate a high level of interaction with foundation staff, donors, grantees and members of the community.
- Knowledge about the field (philanthropy, nonprofits, social services) is preferred but not required – however, a deep desire to make Atlanta a better place is critical in this role. The candidate must have a deep desire for service to humanity, a keen understanding of equity, and how effective storytelling can help our key audiences better understand equity, the challenges facing our region, and the Foundation's work to address those challenges.
- Understanding of the Community Foundation's mission and overall programming, fundraising, communications and advocacy objectives.
- Ability to work across departments and incorporate and balance objectives of each department to manage and produce strategic, compelling stories.
- Ability to collaborate with internal and external partners to coordinate and oversee the story collection, production, and distribution process.
- Experience creating editorial calendars and repurposing stories across platforms.
- Stellar writing and interviewing skills; able to ask effective questions and develop rapport/trust with story subjects.
- Keen sense of newsworthiness; able to understand what makes a story newsworthy or interesting to various audiences.
- A strong curiosity for current events and basic understanding of major issues impacting the community, such as affordable housing, civic engagement, and wealth disparities.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Seasoned storyteller (writing, editing, strategy) able to compel readers and viewers to act.
- Knowledge of digital platforms, social media, blogs, and creating sharable and viral digital content.
- Position requires some evenings and weekends to attend events.

Other:

All employees are required to be fully vaccinated and have first booster against COVID-19 (medical and religious exemption accommodation possible) within 30 days of hire.

The Community Foundation operates in a hybrid working environment with staff working in-office three days per week with the opportunity to work two days remote per week if in good standing.

Compensation:

To be determined based upon experience and qualifications within the anticipated salary range of \$50,000-\$55,000. This position is exempt, and employee is eligible for the Foundation's competitive health and benefits plan:

- Paid time off:
 - Two weeks accrued paid vacation
 - Two weeks accrued paid sick leave
 - Four mental health days
 - Two personal days
 - Two floating holidays
 - Ten holidays
- Benefits:
 - All benefits effective on date of hire – no waiting period
 - 100% employer-paid benefits (medical, dental, vision) for employee-only insurance plans
 - 100% employer-paid life insurance and AD&D
 - 100% employer-paid short-term disability and long-term disability
 - 100% employer-paid parking downtown Atlanta or monthly MARTA card
 - Affordable plans for legal insurance, critical illness, supplemental life, and more
 - Employee Assistance Program
- Retirement:
 - Immediate eligibility for employee contribution to 403b plan
 - After one-year anniversary with organization, all employees receive an employer-paid contribution of 6% of their salary to their 403b regardless if the employee contributes to retirement
- Culture and Development:
 - Individual Development Plans (IDPs) for each team member including annual trainings, resources, development opportunities, etc.
 - Wellness rooms for mental health with self-care items
 - Fun monthly employee engagement activities

To Apply:

To submit an application for this position, send your resume via email to hr@cfgreateratlanta.org with the subject line "Storytelling Associate".

Due to the volume of candidates, we are unable to provide status updates to applicants or accommodate phone calls or walk-ins regarding open positions.

The Community Foundation for Greater Atlanta provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

The Community Foundation for Greater Atlanta values diversity and inclusion; therefore we honor the diverse needs, strengths, voices, and backgrounds of all individuals in our regional community.