

The Ultimate Storyteller Job Description



A comprehensive list of the key traits that a nonprofit storyteller and/or team should possess

CONTENT

- ✓ Understanding of story fundamentals (effective character, trajectory, hook, authenticity/details and calls-to-action)
- ✓ Keen sense of newsworthiness (what makes a story interesting from the audience's perspective)
- ✓ Stellar writing skills; understanding of newswriting techniques
- ✓ Interviewing skills; how to ask effective questions and develop rapport/trust with story subjects
- ✓ Storyboarding experience; understanding the effectiveness and appropriateness of story assets (text, images, audio, video) and how to combine them
- ✓ Visual, audio and video content creation experience; well-developed eye/ear for best practices in each

TECHNICAL

- ✓ Working knowledge of intermediate- to advanced-level equipment (DSLR camera, video, audio recorder, microphones)
- ✓ Comfort and experience using editing software (image, audio and video, post production)
- ✓ Ability to design and maintain a story bank (using database or other software/hardware solutions)
- ✓ Expertise with online platforms: content management systems for web, e-newsletter services, and social media
- ✓ Experience using web analytics and social media monitoring/measurement tools

STRATEGIC

- ✓ Deep understanding of organization's overall programming, fundraising, communications and advocacy objectives
- ✓ Ability to incorporate and balance objectives of all departments to oversee production of strategic, compelling stories
- ✓ Ability to collaborate with internal and external partners to coordinate and oversee the story collection, production and distribution process
- ✓ Experience in creating strategic communications plans (from research through measurement/evaluation) and in designing specific content strategies to meet organizational objectives
- ✓ Experience crafting editorial calendars and in re-purposing stories across platforms

