

Title: Written Word Storyteller

Supervisor: Chief Communications Officer

Salary: \$55,000-\$65,000

Hours of Work: 8:00 a.m. to 5:00 p.m., M-F

Organization Overview: We unite caring people to give, volunteer, and take action to remove barriers to opportunity and solve our community's toughest challenges. Our focus is on education, financial stability, and health—the building blocks for a good quality of life and a strong community.

Position Overview: In collaboration with the visual storyteller, the written word storyteller identifies and creates compelling narratives that exemplify how United Way of Anchorage (UWA), its donors, advocates, partners, and volunteers are working together to improve the health, education, and financial stability of our community. Through the crafting of powerful stories, the written word storyteller illustrates the profound impact UWA's work has in the lives of Anchorage residents. Whether it be through a volunteer profile, an in-depth look at a UWA program, or an advocacy piece, the written word storyteller connects with readers and inspires audiences to Live United. The written word storyteller works in partnership with other team members in developing, creating, and placing content.

Essential Functions/Roles & Responsibilities of the Position:

- In collaboration with the visual storyteller, develop and execute quarterly storytelling plans that can be integrated into the overall organizational communications plan.
- Assist the social media manager in choosing and creating content for social media channels.
- Identify target audiences and draft narratives that speak directly to those audiences.
- Write stories for placement on social media channels and websites, in print publications and information sheets, as video/photo scripts, and other communications platforms.
- Serve as a core member of the editorial team. In collaboration with the visual storyteller and the public relations and manager, develop an annual editorial calendar.
- In collaboration with the visual storyteller, build a diverse catalog of stories that can be utilized by UWA departments, board members, and external partners as needed.
- Conduct interviews, do research, verify facts, and provide stories for review by internal and external partners.

Key Competencies:

- Ability to develop key messaging for multiple audiences.

- Ability to effectively capture and present the organization's mission, its work and accomplishments through multiple channels.
- Ability to interview volunteers, donors, service providers, program participants, civic and business leaders, and internal staff and management.
- Ability to act with tact, respect, and compassion.
- Ability to work independently, as well as collaboratively within Mar/Comms team, across UWA departments, and with all levels of management.
- Ability to produce stories on tight timelines.
- Demonstrated ability to produce quality stories of various lengths for use on different platforms.
- Ability to pitch stories to editors or managers.
- Ability to act with cultural sensitivity and work with culturally diverse groups.

Education, Skills & Qualifications:

- Bachelor's degree, preferably in journalism, public relations, communications, marketing, or a closely related field, and a minimum of 3-5 years of experience writing as a primary job function.
- Knowledge of storytelling techniques and a demonstrated ability to communicate with diverse audiences.
- Experience interviewing people and meeting strict deadlines.
- Strong communication skills, including writing and editing. Working knowledge of AP style.

Personal Competencies:

- **Know Yourself** - Demonstrate self-awareness, self-management and continual growth and learning. A person who knows themselves can identify their thoughts, feelings, and wants and then effectively put them into words in the moment. They are aware of their patterns, strengths and limitations and they seek feedback and knowledge to continually learn and grow from their experiences.
- **Understand Others** - Demonstrate interpersonal awareness and the ability to be inclusive. A person who understands others knows that everyone has their own experience of any given situation. They seek to understand all perspectives and leverage the generative nature of differing options and experiences so that outcomes are of the highest priority.
- **See the Whole** – Demonstrate organizational and political awareness, relationship building skills, and effective decision making. A person who sees the whole understands how UWA is connected in vision, mission, and function. They can balance UWA, partner organizations, donors, and community member interests to make effective decisions as well as champion decisions that have been made. They know the importance of relationships in understanding all perspectives and demonstrate effective group behaviors.
- **Create an Environment of Success** - Demonstrate the ability to provide personalized recognition and celebrate successes and display characteristics of interpersonal

influence. A person who creates an environment of success can clearly articulate their vision and expectations to their team and garner commitment. They ensure accountability and continued success through feedback, coaching and recognition.

- **Model the Way** - Demonstrate ethics and integrity, consistently walking the talk. A person who models the way is highly credible. They do what they say they are going do. They consistently excel by aligning their personal actions with shared values.

To apply:

Submit cover letter, resume and references, along with 3-5 professional writing samples to Nina Makarova, Director of Administrative Services, nmakarova@ak.org