



Lead Storyteller

Overview: The Lead Storyteller will support the staff and Board in implementing the organization's strategic communications plan. He/she will develop relationships with community members to be able to effectively tell the story of the organization through web and print communications. He/she will support the unique organizational culture, which places a high value on leadership and involvement from individuals who are experiencing homelessness or struggling in poverty in all aspects of the organization's work.

Reports to: Director of Development

Specific duties and responsibilities:

- Seek and execute creative ways of telling the Haywood Street story (Faces & Stories, photographs, audio recordings, video, etc.)
- Ensure that HSC website and social media platforms are updated frequently with relevant, interesting and accurate content.
- Curate and publish inspiring content and reflections for weekly e-newsletter.
- Provide leadership for companions who wish to support Haywood Street communications.
- Work closely with the Fundraising Committee – supporting campaigns and fundraising events through use of communication strategies.
- Provide graphics, signage and promotion for special events.
- Assist with mid-year and year-end fundraising campaigns.
- Coordinate with Press/Media relations, including providing written press releases and updating community calendars.
- Identify and track insightful metrics to help evaluate the organization's communication strategy and efforts.
- Serve as coordinator for the Haywood Street Speakers Bureau and Welcome Visits. Support internal communications – bulletin boards, signage, etc.

- Provide oversight/coordination with printers for merchandise, postcards, etc.
- Perform other duties as assigned.

Qualifications:

- Thorough understanding and acceptance of the Haywood Street Congregation mission and vision
- Proficiency in the English language and written word
- Skilled in a variety of writing/communication styles and formats
- Competent in WordPrefert, MailChimp, and other communication applications
- An undergraduate college degree
- Graphic design experience a plus

The ideal candidate will also have:

- Excellent communication and interpersonal skills
- Ability to work within a diverse community and appreciate different perspectives
- Experience working with marginalized populations
- Flexibility and adaptability
- Willingness to work non-traditional hours (some evenings and weekends)
- Ability to work independently or in a team environment