



JOB DESCRIPTION

JOB TITLE:	Storytelling Content Manager
DEPARTMENT:	Storytelling and Communications
REPORTS TO:	Director of Storytelling
EFFECTIVE DATE:	
CLASSIFICATION:	Exempt

POSITION SUMMARY: The Storytelling Content Manager facilitates production, placement, and distribution of stories for H. E. Butt Foundation platforms and in collaboration with San Antonio community partners across a range of mediums—from written, audio, and visual pieces to in-person events and immersive learning experiences—with the goal of changing narratives about issues of poverty and social polarization.

PROGRAM MISSION: To change the narrative about marginalized families and communities in San Antonio, and to encourage our audiences to ask anew the question, “Who is my neighbor?”

ORGANIZATIONAL VALUES: Rooted in our Christian faith, daily work reflects the Values of Hospitality, Stewardship, Unity, and Excellence.

ESSENTIAL FUNCTIONS:

- *Content management:* Support the development and implementation of storytelling content across a range of platforms
- *Reporting, research, and writing:* Conduct interviews and research and develop stories on local poverty and inequity for use in the Foundation’s magazine, websites, social channels, and other platforms
- *E-newsletter management:* Implement and improve e-newsletter strategy
- *Event support:* Assist our team with events for small, medium, and large groups
- *Audience development and engagement:* carry out both broad-based and interpersonal outreach for program events and stories
- *Community partner development and management:* Prioritize partner-led storytelling efforts through events, programs, stories, etc.
- *General communications support:* Assist with execution for all relevant communications needs, including emails, website copy, social media posts, event promotion, and resource development (materials for tours, events, etc.)
- *Analytics assistance:* Support in building and maintaining a dashboard of metrics and feedback to evaluate the impact of our work
- Understand and protect the Foundation’s unique legacy and brand
- Deliver against the organizational purpose of cultivating wholeness in people and communities
- Work within organizational commitment to continuous learning and professional growth

QUALIFICATIONS:

- Bachelor’s degree required
- A minimum of 5-7 years of experience in communications or media roles
- Deep knowledge of San Antonio’s landscape and history
- Demonstrated experience in narrative change/storytelling for social change preferred

COMPETENCIES-Knowledge, Skills, and Abilities:

- Creativity, flexibility, adherence to essential forms, styles, voices of the organization
- Ability to apply values-based leadership and build a best-in-class functional organization anchored both in building the brand while serving the mission of positively impacting the communities the foundation serves
- Strong interest in issues of equity in San Antonio
- Familiar with the history of the San Antonio region
- Proficiency in writing style necessary to communicate professionally with a wide range of individuals
- High comfort level with digital marketing and brand strategy
- Proficiency in the use of social platforms ie: Facebook and Instagram
- Passion for creating innovative, memorable audience experiences
- Ability to work with autonomy and deal with the ambiguity inherent in reaching disparate audience segments across multiple channels to advance a nonprofit mission
- Great work ethic and sense of ownership and accountability while demonstrating high level of internal cross-functional partnership and collaboration

PHYSICAL REQUIREMENTS:

- The employee may occasionally lift and/or move items up to 25 pounds
- Must be able to walk between camp and office facilities, on uneven terrain, as needed.

WORK ENVIRONMENT:

- This job operates in a professional office environment.
- This position may occasionally work in a camp or retreat setting.
- This role routinely uses standard office equipment such as computers, phones, multi-function printers, and filing cabinets.
- This position includes office assignments and occasional outdoor responsibilities throughout the year.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or physical requirements. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYEE SIGNATURE

DATE

MANAGER SIGNATURE

DATE