



<b>JOB TITLE:</b>	<b>Staff Writer</b>
<b>DEPARTMENT:</b>	Communications
<b>REPORTS TO:</b>	Senior Director of Communications
<b>EFFECTIVE DATE:</b>	
<b>CLASSIFICATION:</b>	<b>Exempt</b>

**POSITION SUMMARY:** The Staff Writer is our junior editor and in-house writer. They produce a variety of multi-media stories on deadline—primarily as a writer, occasionally assisting with photo and video assets—to highlight the mission and impact of the H. E. Butt Foundation and its programs. The role will cover internal and external storytelling. They will be able to adjust voice and tone to engage and captivate audiences. The Staff Writer engages with a variety of stakeholders, volunteer ambassadors, contract writers dedicated to specific Foundation programs, and learners in our programs. The position also requires the ability to collect and utilize metrics for continual learning about how best to engage each audience. The position will report to the Senior Director of Communications.

**PROGRAM MISSION:** The Storytelling and Communications team serves our programs by crafting memorable, quality content that reinforces our brand, inspires and engages our constituents and employees, and educates the broader public on the Foundation’s mission and ongoing work. Our team executes both internal and external communications across a variety of channels including print, mobile, video, web, email, and merchandise.

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

**ESSENTIAL FUNCTIONS:**

- Deliver additional excellent stories (approximately 1-2 per week total) on time and under budget within tight deadlines
- Develop, produce, and publish content (pitch deck, copy deck, audio, video, visual) for the Foundation’s quarterly magazine and website
- Identify and pursue new story leads through interviews with program leaders and guests, approaching this work in a way that is at once professional and relational and that dignifies the people who are sharing their stories with us
- Develop, produce, and publish content on a variety of program websites, adjusting voice and tone as appropriate—including content for our narrative change Learning Library about socio-economic inequity in San Antonio and feature stories highlighting the work of organizations in our capacity building cohorts
- Work with Communications and Executive Team to support internal communications such as board materials and memos, compatible with Foundation standards

- Support thoughtful and engaging social media content that generates community engagement around the mission via the Foundation’s brands across multiple channels
- Regularly review analytics and measure effectiveness of individual stories and channels, drawing effective conclusions and adjusting tactics appropriately
- Work well under editorial supervision, revising content to craft the story into the tightest possible version

**QUALIFICATIONS:**

- Bachelor's degree from an accredited, four-year university in an applicable field preferred
- Minimum two years’ related experience and a portfolio of work

**COMPETENCIES—Knowledge, Skills, and Abilities:**

- Excellent storyteller: verbal, written, visual, video, and presentation
- Knowledgeable in best practices for social media, narrative, and multichannel storytelling
- Detail-oriented, dependable, ability to work independently and in a dynamic team setting
- Effective time management in a fast-paced environment with changing priorities
- Ability to use discretion and maintain confidentiality

**PHYSICAL REQUIREMENTS:**

- The employee may occasionally lift and/or move items up to 25 pounds.

**WORK ENVIRONMENT:**

- This job operates in both a professional office environment and in a camp or retreat setting.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.
- Ability to work outside on uneven terrain and in varying weather and environmental conditions
- Ability to work varying schedules based on camping program needs, including some weekends

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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.

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EMPLOYEE SIGNATURE

DATE

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MANAGER SIGNATURE

DATE