

Title:	Writer / Storyteller
Department:	Administration (Development)
Reports to:	Media and Communications Director
Supervises:	Interns or Contractors as required
FLSA Status:	Exempt, Temporary, Grant Funded, Not to Exceed 12-Months.
Hours of Work:	40

Job Summary

The Writer is responsible for working with Rural Action staff to produce high quality written content that will be used online or in print. The Writer has three primary objectives including 1.) Work with staff on current/existing writing projects to ensure that high quality content is created on existing deadlines. This includes writing or editing content for press releases, assisting staff on editing opinion pieces, creating content for newsletters, and helping to archive material as required. 2.) Produce content that tells the story of Rural Action's work in Appalachian Ohio and the impact that this work is having in the region.

3.) Work with staff to identify stories and topics to write about as well as avenues for publication including print media and online blogs or newsletters.

The Writer will work as part of the development and communications team under the Media and Communications Director, ensuring that Rural Action's strong brand is maintained through the development of high quality content. The Writer will also assist in increasing the brand's reach locally and regionally and will create writing pieces that align with and lift up the organization's mission and strategic plan.

The position will require working with staff and National Service members with varying writing capabilities to create compelling content. The Writer will also help program staff follow organizational communications protocols and remain consistent with Rural Action's overall communications and branding strategies and plans.

Essential Functions

- Oversee the production of and write content for the Rural Rambler, Rural Action's semi-monthly e-newsletter;
- Assist staff in editing program newsletters for grammar, clarity, length, and tone.
- Develop, edit, and send out press /media releases on behalf of the organization;
- Track and archive press releases, PSAs, other written content produced by the organization including posting content to Rural Action's website;
- Assist Rural Action staff in crafting opinion pieces for local, regional, and national outlets;
- Work with the Media and Communications Director to create and maintain a social media marketing plan and calendar. Create copy for Rural Action's social media.
- Assist staff in the development of copy for online fundraising campaigns or program-specific social media campaigns Rural Action undertakes;
- Research, write, edit and produce stories for publications that are inspirational, educational, and accurate, resulting in an informed audience moved to learn more about Rural Action and asset based community development, and join as a member;
- Assist program staff to with the development of written print or online content which effectively communicates with various audiences, including information sheets and brochures, case statements, blogs, and white papers;
- Reviews speeches by the CEO, CPO, or program staff for clarity, accuracy, and talking points;
- Write and edit content as well as assist staff as needed for Rural Action's Annual Report;

- Participate in or assist with creation of donor development and membership products as needed;
- Help staff and National Service members understand how written content and storytelling can help achieve the goals and strategies within the communications plan;
- Routinely check in with Media and Communications Director on media and communications projects;
- Serves as an editor for all content;
- Other duties and requested.

Knowledge, Skills and Abilities

- Excellent communication skills, both verbal and written;
- Understanding of writing styles and content that is appropriate for both print and online media;
- Ability to edit documents for tone consistent with the organization’s values;
- Excellent grammar and punctuation and familiarity with MLA and AP writing styles;
- Basic understanding of communications tools and strategies for publication;
- Storytelling;
- Strong project management skills and ability to meet deadlines;
- Experience working with nonprofits is preferable;
- Passion for rural communities and community development;

Minimum Qualifications

- Bachelors degree in Journalism, English, Creative Writing, Communications, or equivalent combination of experience and education for at least three years;
- Ability to work at a computer;
- Ability to use Microsoft Word, Google Drive/Docs, and project management software;
- Ability to create content on a wide range of topics related to sustainability, community development, and Rural Action programs;
- Ability to work with diverse teams with varying writing abilities to produce high quality publications;
- Willingness to work under deadline pressure to complete assignments;
- Ability to work weekends and evenings as requested. Typical hours are Monday – Friday 9am to 5pm. This position is 40 hours per week.

To apply, please send a cover letter and resume outlining your experience as it relates to this job description. Send materials to hr@ruralaction.org subject heading: Writer/Storyteller. The position will remain open until a suitable candidate is hired. For consideration, please apply by May 13th, 2019. If you have questions about the position, please contact Susi Acord at susi@ruralaction.org Rural Action is an Equal Opportunity Employer.

Note: This is a grant funded position. Expected funding is April/May 2019 - March 2020. This position is contingent based on future funding.

Approved by _____

Date _____

NOTE: The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change so, too, may the essential functions of this position. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.