



JOB DESCRIPTION

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

POSITION SUMMARY: The Staff Writer is our junior editor and in-house writer. They produce a variety of multi-media stories on deadline—largely writing, but also photography and video—to highlight the mission and impact of the H. E. Butt Foundation and its programs. The role will cover program events, engage the online community, implement narrative change campaigns in collaboration with key stakeholders, and interview participants or help them draft their own first-person narratives. They are able to adjust voice and tone to match a variety of stakeholders and audiences in ways that are irresistible and compelling—engaging and captivating audiences. The Staff Writer engages with a variety of stakeholders, volunteer ambassadors, contract writers dedicated to specific Foundation programs, and learners in our narrative change campaigns. 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, daily work reflects the Values of Hospitality, Stewardship, Unity, and Excellence.

ESSENTIAL FUNCTIONS:

- Develop, produce, and publish content (written, audio, video, visual) for the Foundation’s quarterly magazine/website
- Produces thoughtful and engaging social media content to support and enhance community engagement of the mission via the Foundation’s brands across multiple channels
- Develop, produce, and publish content on a variety of program websites, adjusting voice and tone as appropriate
- Develop, produce, and publish content for our narrative change Learning Library about socio-economic inequity in San Antonio and beyond
- Work with Graphic Designer and Project Manager to produce stories compatible with Foundation standards and optimized for specific publication channels

- 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
- Work regularly with Communications Coordinator to review analytics and measure effectiveness of individual stories and channels, drawing effective conclusions and adjusting tactics appropriately
- Deliver excellent stories on time and under budget within tight deadlines
- 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

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:

- While performing the duties of this job, the employee is regularly required to talk or hear.
- The employee is frequently required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- 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.
- This position can be active and require standing and walking throughout the day.
- 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

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