



NARRATIVE STRATEGIST JOB DESCRIPTION

The Narrative Strategist (NS) will lead the collaborative development and advancement of an inspiring, inviting story that engages the Real Food Real Stories community in cultivating a regenerative culture. An essential member of a small, collaborative team, this role will report to the Executive Director.

ABOUT REAL FOOD REAL STORIES

Real Food Real Stories (RFRS) is on a mission to humanize the food system for a connected, regenerative and just tomorrow. We believe that coming together through food and story is one way to heal ruptures perpetuated by the industrialized food economy. We create transformative experiences, rooted in powerful storytelling, that cultivate the future we want, together. Our impact story facilitation provides guidance to food changemakers to bring listeners along on their journey.

Our programs include a diverse range of voices, centering those who are often marginalized in conversations about food: people of color, immigrants, women, and LGBTQIA individuals. Our digital content continues to amplify these stories to more listeners. Our work is values-driven and relationship-centric, ranging from: 1:1 storytelling facilitation, live-storytelling gatherings, digital storytelling, story facilitation workshops, and ongoing support for our storytellers.

CORE FUNCTIONS OF THE ROLE:

Story is the heart of our work, we see it as essential to cultivating a culture that will be the context for regenerative food systems and economies. An expert storyteller, the Narrative Strategist leads the work of crafting a multifaceted narrative strategy, which includes:

- Developing compelling and consistent messaging that makes fundamental cultural change imaginable and inviting;
- Communicating possibilities and impact to both engaged community members and external stakeholders (funders, partners, government officials and the general public);
- Designing and facilitating programs that support community members to explore, facilitate, and create stories that move us towards our vision for the future.

The NS works in close collaboration with others on the leadership team to envision and implement a strong strategy for culture change related to food system challenges.

KEY RESPONSIBILITIES:

COMMUNICATIONS & MESSAGING STRATEGY

- Develop and oversee implementation of an annual communication strategy to build energy and momentum for the RFRS mission, including building engagement with and donations towards RFRS programs;
- Guide how RFRS translates our core message to different audiences;
- Work with the ED to establish RFRS as a voice in the Bay Area and national sustainable food communities;
- Support annual strategic plans and long term strategic roadmaps with ED; Use market analysis & competitive analysis to create internal reports that review the positioning of the organization and include ideas for strategic moves.

CONTENT & MATERIALS

- Develop and curate multi-media (graphic, written, video, audio) content for RFRS communications channels including website, e-newsletters, donor communications;
- Upkeep RFRS brand positioning, voice, and consistency across channels;
- Curate and manage long form content creation and distribution as determined by communication strategy (eg, newsletter, blog, podcast development);
- Design and produce materials that support RFRS programs and brand.

PROGRAMMING

- Produce and facilitate story-based programming such as the Facilitating Stories for Impact training;
- Participate in RFRS programming, including our live story gatherings.

PUBLIC RELATIONS

- Represent RFRS at food community events, conferences, and media appearances;
- Develop key messages, talking points, and press releases to support RFRS programs and team members' media appearances.

TEAM RELATIONSHIPS & INTERNAL MANAGEMENT

- Supervise the Digital Media Manager;
- Manage contractors to develop design collateral for training, presentations and annual impact reports;
- Support internal communications and data management systems;
- Track metrics and success of relevant programs and donor communications to evaluate the effectiveness with ED;
- Collaborate and build relationships with RFRS teammates and the greater community.

Special projects and other role-related tasks as needed.

WHAT WE'RE LOOKING FOR

An integral part of the Real Food Real Stories team, the Narrative Strategist is good at identifying the signal in the noise, and able to collaborate across a cross-functional team without losing the plot.

These are ideal – if you don't have direct experience in a given area, feel free to let us know how other experiences have equipped you to succeed in those parts of the role.

- 8+ years experience in a relevant field and committed to a healthy, connected and just food system
- Experience with content development and distribution
- Ability to communicate complex ideas clearly and concisely
- Excellent communication and interpersonal skills, both verbal and written, including the ability to make connections across differences, build rapport, understand what motivates people, and communicate in a way that connects with diverse motivations;
- Experience facilitating experiential learning and/or generative collaboration
- Experience in devising and executing communication strategies, including social media
- A great eye for design
- Familiar with marketing concepts
- Familiar with racial justice discourse, and particularly how that is relevant to food systems; experience developing narratives and programming that center BIPOC leadership
- Familiar with podcast creation or management with an understanding of the distribution process
- Effective at leading collaborative, decision-making processes
- Empowering leadership to keep staff and volunteers on track
- Ability to be vulnerable & build authentic relationships, centering RFRS core values
- Experience with Adobe Creative Suite & CRMs
- Passionate about amplifying food changemakers' voices and food system change
- Working knowledge of and established relationships with Bay Area entities and sustainable food organizations, particularly those led by BIPOC, is a plus

LOCATION & TRAVEL

- Preference for candidates based in the SF Bay Area
- Requirement to be available and travel to evening work events periodically (once in person gatherings are possible) -- a couple of evenings per month.
- As our programs expand nationally, we anticipate travel as needed for work events (10%)

ORGANIZATIONAL RELATIONSHIPS

- The Narrative Strategist reports to the Executive Director, supervises the Digital Media Manager, and is an employee of Earth Island Institute (RFRS fiscal sponsor).
- The NS works closely with the Program Director and Digital Media Manager to promote all external and internal events and communicate effectively with attendees
- The NS works closely with paid staff and volunteers to execute the communication strategy

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

RFRS is a remote work environment with team members in the South, East, and North Bay Area. When possible, we come together to co-work one to three times per week in a central location. While performing the duties of this job, the employee must be able to attend evening and weekend events on a regular basis.

Access to a computer with camera, phone and reliable internet are a must. The employee will be required to manage their workload with regular check-ins from team members via video chat calls and other messaging channels, so the employee must be self-driven. Some local travel required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee is required to sit for extended periods of time and work on a computer. The employee must occasionally lift and/or move up to 25 pounds.

COMPENSATION

This is a 30 to 40 hr/wk position (to be discussed in hiring) with benefits, with the FTE salary between \$75,000-\$82,000. Earth Island Institute (fiscal sponsor of RFRS) offers a robust and competitive benefits package including full health coverage, medical, dental, vision, and access to a 403(b)-retirement plan.

APPLICATION PROCESS

To apply, please send the following to info@realfoodrealstories.org with the subject: Narrative Strategist.

- A brief email describing what interests you most about this position and highlighting how your experience can help RFRS build our narrative strategy;
- Create and attach a file, named [your full name]-application, to include:
 - Your resume;
 - Two to three examples of your work (or link to examples available online).

To read more about RFRS please visit www.realfoodrealstories.org.

Please do not contact the organization's team members directly.

**Applications will be reviewed on a rolling basis beginning September 30.
Position open until filled.**

RFRS is a project of Earth Island Institute and this position will be an employee of EII.

We strongly encourage people of color, women, and LGBTQ applicants to apply. We will consider for employment, qualified applicants with arrest and conviction records. Earth Island Institute is an equal opportunity employer and makes employment decisions on the basis of merit. In accordance with applicable law, EII prohibits discrimination based on race, color, religion, creed, sex, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition, veteran status, sexual orientation, gender identity, citizenship status or any other consideration protected by federal, state or local laws.