



NARRATIVE STRATEGIST JOB DESCRIPTION

An expert storyteller and creative lead, the Narrative Strategist (NS) leads the work of advancing a multifaceted narrative strategy, engaging the Real Food Real Stories community and extended networks in reimagining and reclaiming a food culture towards collective healing and transformation. Story is the heart of our work and essential to our mission. Reaching beyond the bounds of a traditional communications position, the Narrative Strategist is responsible for ensuring that the narratives seeded and cultivated through Real Food Real Stories programs, media, and messaging align with the organization's goals to shift power and democratize food culture. A senior leadership role within a small, collaborative team, this role will report to the Executive Director, and manage the Digital Culture Creative as well as contracted freelance creatives.

ABOUT REAL FOOD REAL STORIES

Real Food Real Stories (RFRS) is democratizing food culture to feed our collective healing and transformation. Our programs seek to challenge *who* gets to shape food culture, *how*, and *to what end*, through storytelling, media arts, and cultural strategy initiatives. Together with our partners, we're creating a future where our economies and culture are shaped by care for the land, waters and people to which we belong.

CORE FUNCTIONS OF THE ROLE:

- **NARRATIVE STRATEGY & CREATIVE DIRECTION:** Cultivate practices that support RFRS to ignite shared imagination and inhabit transformative narratives; Produce multimedia programming (graphic, written, audio, video) and creative campaigns that make fundamental cultural change imaginable and “irresistible,” in a manner consistent with our values; Design and facilitate programs that support community members to explore, surface, facilitate, and create stories that move us towards our vision for the future; Lead and oversee RFRS forthcoming podcast, which is produced by audio fellows; Ensure narrative alignment across RFRS programming, including our *Around the Table* series, cultural immersions, workshops and trainings, and arts residencies; and, Track metrics and success of relevant programs to evaluate the effectiveness.
- **COMMUNICATIONS & MESSAGING:** Develop and oversee implementation of an annual communication strategy to build energy and momentum for the mission; Guide how RFRS translates our core message to different audiences; Communicate possibilities and impact to both engaged community members and external stakeholders (funders, partners, community leaders, and the general public); Upkeep RFRS brand positioning, voice, and consistency; Collaborate to produce assets that support RFRS programs, brand, and organizational development, including but not limited to annual impact reports, donor communications, messaging guides, event collateral, and program participant materials; and, Lead creative campaigns to support fundraising efforts.

- **ECOSYSTEM LEADERSHIP & PUBLIC RELATIONS:** Work with the ED to establish RFRS as a voice in the national food culture space; Craft essential concepts, tools, and strategies to define and grow the capacity of the emerging field of food culture narrative strategy, positioning RFRS as leading practitioners; Represent RFRS in collaborative programs and projects, as well as 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; Keep up to date with emergent narrative and cultural strategy initiatives and trends, and seek out relevant partnership and collaboration opportunities.
- **TEAM RELATIONSHIPS & INTERNAL MANAGEMENT:** The NS is a senior leadership role, an essential member of the organization's navigation circle, who together do the work of both long range and continuous steering for the organization as a whole (strategy, positioning, organizational development). In addition: Supervise the Digital Culture Creative (who leads our social media strategy, designs collateral, and facilitates creative food culture experiences); Manage contractors and creative partners to develop relevant programming as well as design collateral and communications assets; Support internal communications and data management systems; and, 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 able to collaborate across a cross-functional team, guiding others to orient to a coherent plotline amidst a dynamic cast of characters.

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; ideally including experience working with food in some capacity;
- Enlivened by orienting to food as culture and passionate about amplifying food changemakers' voices for food culture change;
- Versed in racial justice discourse, and particularly how that is relevant to food; experience developing narratives and programming that center BIPOC leadership;
- An understanding of narrative and cultural strategy beyond strategic messaging;
- Ability to communicate complex ideas clearly and concisely, with attention to impact;
- Experience with content development, and distribution; familiar with podcast creation or management with an understanding of the distribution process strongly preferred;
- A great eye for design and ability to act as a creative director, guiding creative partners to shape visual storytelling;
- Experience devising and executing communication strategies, including social media;

- Comfortable using social media platforms and messaging tools such as e-newsletters (Mailchimp) and CRMs; familiar with Adobe Creative Suite.
- 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;
- Empowering leadership to orient and support staff, contractors, and relevant volunteers;
- Comfortable facilitating experiential learning and/or generative, collaborative experiences;
- Ability to be vulnerable and build authentic relationships, centering RFRS core values;
- Working knowledge of, and established relationships with, leaders and organizations in the food culture space, particularly those led by BIPOC, is a plus.

LOCATION & TRAVEL

- Preference for candidates based in the SF Bay Area
- Requirement to be available to 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 occasional travel for work events.

ORGANIZATIONAL RELATIONSHIPS

- The Narrative Strategist reports to the Executive Director, supervises the Digital Culture Creative, and is an employee of Earth Island Institute (RFRS fiscal sponsor).

WORK ENVIRONMENT

RFRS is a fully remote work environment with team members in three different states (two time zones). We use digital collaborative tools such as Google Suite, Slack, Asana, and Zoom, and expect all team members to be comfortable doing so as well.

Access to a computer with camera, phone and reliable internet are a must. The employee must have the focus to handle complex, evolving responsibilities with a high degree of autonomy, accountability, and attention to detail -- as a remote employee, they will be required to manage their own workload, with regular check-ins from team members via video chat calls and other messaging channels. Occasional local travel required.

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.

PHYSICAL DEMANDS

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

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.

COMPENSATION

This is a 32-40 hr/wk position (to be discussed in hiring) with benefits, with the FTE salary of \$80,000-85,000. 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. *RFRS is a project of Earth Island Institute (EII); this position will be an employee of EII.*

APPLICATION

To apply, please submit your resume and a cover letter to info@realfoodrealstories.org, with the subject line “Narrative Strategist.” Applications will be reviewed on a rolling basis until June 15th, or until the position is filled.

****In your cover letter, please share an example of a healing narrative you are invested in seeding and cultivating—or a harmful narrative you are invested in disrupting—to grow a world that nourishes and cares for all people. Examples could draw from your personal or professional life, such as: shaping a dynamic messaging campaign, working to shift a previous work culture, the idea behind a creative project, your role in a grassroots movement, etc.**

We strongly encourage people of color, women, and LGBTQ applicants to apply. We will consider 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.