Storytelling & Digital Organizing Lead

+Peace

Washington, DC or remote

About +Peace

+Peace is a global collective action campaign platform of a growing number of peacebuilding organizations dedicated to mobilizing people, governments, and the private sector to tackle global violence and division. +Peace is housed at the Alliance for Peacebuilding. In the face of rising levels of violence, war, and polarization worldwide, leaders of 15 of the world's largest peacebuilding organizations came together in agreement that the peacebuilding field must step up to build a global social movement that can inspire new citizen-led solutions for peace at scale. Incubated from 2016-2018 and launched in 2019, +Peace runs campaigns that build peacebuilders’ collective power; make the case for peace to the public and global policymakers; and can transform culture, policy, and politics in support of peacebuilding.

There are currently over 20 Global members and several allies partners and allies leading +Peace. The Steering Board is made up of the Alliance for Peacebuilding, American Friends Service Committee, Generations for Peace, GPPAC Foundation, and Search for Common Ground. Additional members can be found here.

Summary

The +Peace Storytelling & Digital Organizing Lead is an employee of the Alliance for Peacebuilding who reports to the +Peace Director, or Interim Director. The Storytelling & Digital Organizing Lead’s role is to support the +Peace team with strategy inputs, multi-media content creation and storytelling. They should have strong/expert technical skills in videography, editing, and stitching video and photography from other sources. They should practice trauma-informed storytelling methodology as we work with communities that have been impacted by various levels of violence or oppression. Wearing many hats, this role will support current campaigns, help launch new ones and help create a narrative thread around core peacebuilding messages and current movements and events.

The Storytelling & Digital Organizing Lead is responsible for leveraging the mission, values, and differentiating elements of the +Peace campaigns, helping grassroots partners, individual peace organizers and allies on the frontlines of peacebuilding tell their stories using easily understandable, compelling and engaging narratives, cultivating bottom-up storytelling and narrative change movement to counter violence and support peacebuilding.

Storytelling & Digital Organizing

● Lead the storytelling, awareness and narrative change strategies of +Peace campaigns
● Co-develop anecdotes from the local peacebuilding implementation and tell stories that exemplify how peace works better in directly impacted communities in the cities that are part of +Peace - Peace in Our Cities campaign to challenge the notion the violence is inevitable;
- Cultivate a bottom-up narrative movement sharing communication and storytelling skills and techniques in order for local peacebuilders to become their own media resource;
- Plan and execute storytelling trainings;
- Train Peace Organizers in storytelling techniques;
- Cultivate participatory stories with peace organizers;
- Knowledge with facilitating trauma-informed/consent sensitive storytelling projects;
- Work with conflict-affected communities to tell the stories that show why we need peacebuilding; and
- Additional duties as assigned.

### Content Production

- Coordinate the creation of photography and audiovisual content for various platforms including printed publications, web, social media, multimedia, in-person events, etc. to increase the visibility and credibility of local peacebuilding initiatives, leaders and members of +Peace;
- Work with +Peace Director and Campaigns & Communications Manager to ensure consistency in style and tone exists throughout all visual and audiovisual content and publications;
- Assist with curating visual and audiovisual content for social media and web channels;
- Develop/maintain long-lasting and trustful relationships with local peace organizers, grassroots and frontline organizations that are members of +Peace;
- Providing vision and direction for +Peace’s digital communications, ensuring that content supports advocacy and mobilizations strategies;
- Create production-quality creative content production for dissemination on social media, website, and events;
- Create content that motivates, inspires, educates, and mobilizes across a wide variety of digital platforms;
- Brainstorm subject matter and topics for media projects;
- Create and manage visual story bank;
- Archive and manage photography and footage content in an orderly and accessible manner; and
- Additional duties as assigned.

### Required Skills

- Videography, editing/production and dissemination experience
- Strong record in movement-building;
- Ability to work in a fast-moving environment independently and with a small, agile team;
- Drive to solve problems in a team environment and lead with high energy and a positive attitude;
- Working-level proficiency English and at least one other language (Strong preference for proficiency in Spanish, French, and/or Arabic);
- Strong strategic communications, creative and media skills;
- Strong writing, editing, and proofreading skills (in one or more of the languages listed above)
- The ability to adapt rapidly to evolving priorities and deadlines (required);
- Previous experience with global advocacy coalition and/or network management (preferred);
Drive to solve problems in a team environment and lead with high energy and a positive attitude; and
Preferred: 3 to 5 years' (or more) experience in digital organizing.

As peacebuilders committed to social justice, we believe that drivers of violent conflict disproportionately hurt the most marginalized people in society — including people of color, people from lower income backgrounds, women and LGBTQ people. We believe that these communities must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.

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. While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds.

Alliance for Peacebuilding (AfP) is an EEO Employer
As an equal opportunity employer, AfP recruits, employs, trains, compensates and promotes regardless of race, color, age, religion, national origin, sex, marital status, disability, veteran status, sexual orientation, genetic information, HIV/AIDS status, political affiliations or belief, pregnancy, or any other characteristic protected by law. Reasonable accommodations are available to persons with disabilities during application and/or interview processes per the Americans with Disabilities Act.

Only those applicants who meet required qualifications will be considered. Those selected for further discussions will be contacted. Interviews will be scheduled by appointment only; no phone calls please.

To apply:
● Please send a CV or résumé and cover letter to Zander Willoughy at zander@allianceforpeacebuilding.org
● Applicants considered on a rolling basis
● Application closing on 3 July 2020