



Storyteller/Writer at Save the Redwoods League

One thousand year-old trees in an ancient forest! As our, Storyteller/Writer you would be a member of the communications team focused on writing high quality and inspirational stories to expand awareness of the League's mission to protect and preserve these natural wonders for future generations.

For over 100 years, Save the Redwoods League has been dedicated to protecting the ancient redwood forests so all generations can experience the inspiration and majesty of redwoods. Since its founding in 1918, Save the Redwoods League has protected more than 200,000 acres of forests and helped create 66 redwood parks and preserves for everybody to enjoy. To learn more about us, go to www.SaveTheRedwoods.org

Are you a superlative persuasive writer, energetic, focused, and strategic? If so, you would create clear, engaging and informative content to help our target audience understand complex science, forest health, policy and stewardship topics and issues. Working closely with internal stakeholders, the Storyteller/Writer you would also be creating compelling stories for League channels.

RESPONSIBILITIES:

Storytelling: Gathering, Writing and Editing Inspirational and Educational Stories:

- Creates, implements and unifies our voice in all League channels
- Maintains consistency, accuracy and the League's voice in all printed and digital communications
- Researches, writes, edits and produces stories for publications that are inspirational, educational, and accurate and drives traffic to our website, resulting in an informed audience moved to learn more, protect redwoods, and engage with or donate to the League
- Partners with marketing and communications teams and staff members; determines ways to position content created for League channels
- Works with program staff; identifies stories and potential story leads for marketing and communications for cultivation and engagement
- Conducts research, identifies emerging trends and hot topics, writes eye-catching pieces
- Works with Director of Communications; develops and executes the League's content marketing program

Memorable and Actionable Speeches: Executive Communications:

- Develops, writes and publishes content that positions the President and CEO as a leader in the redwoods conservation arena resulting in stories placed in traditional and nontraditional media, picked up by reporters and bloggers, and shared with supporters via social channels
- Works with the Chief Communications Officer and CEO; creates speeches for the CEO's public appearances and speaking engagements
- Works with the Public Relations Manager; updates the CEO's social media accounts and blog; disseminates the CEO's messages and builds a platform of online followers i.e. Instagram, Facebook, Twitter etc.
- Works with the Public Relations Manager; creates talking points and presentations for the CEO's public appearances and speaking engagements

Writing and Editorial Support and Engagement:

- Proofreads fundraising and program communications
- Serves as an editor for all content
- Trains staff on how to be consistent with the League's brand and voice

QUALIFICATIONS and WORKING CONDITIONS:

- Strong commitment to the mission of Save the Redwoods League
- Bachelor's degree in journalism, communications, public relations, marketing, English, English Literature, advertising or other related field; graduate work in journalism, communications, marketing, or public relations preferred
- 5+ years' experience in communications, marketing, and public relations with solid writing and editing experience
- 4+ years' experience managing projects that require staff and outside contractor involvement and contributions
- Skilled user of Microsoft Office, graphic design programs, website design and management
- Knowledge of the story development process from concept through production, including a deep understanding of visual continuity and story
- Excited to develop new ideas and build new relationships, especially in the digital space
- Willingness to work under deadline pressure to complete assignments
- Success in managing a diversified and effective communications program
- Personable, patient, and innovative
- Ability to work independently, lead a team and be a contributing team member
- Sense of humor, grace and warm professionalism
- Occasional weekend and evening responsibilities
- Occasionally required to hike through forest land while working off-site including walking on uneven ground, climbing over obstacles, and accessing remote locations
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds

We provide excellent benefits including paid vacation and sick time, medical, dental, transit benefits, life insurance and a generous 401K!

To Apply:

If this fits you, please submit your resume, cover letter, and salary expectations to:

Jobs@SaveTheRedwoods.org -- please put "**Storyteller/Writer**" in the subject line of your e-mail.

NO CALLS PLEASE . . . we are busy protecting redwoods. THANK YOU!

Save the Redwoods League is an Equal Opportunity Employer