



JOB DESCRIPTION

Content and Storyteller Specialist

Mid-level, Full-time staff position

Salary range: 1.5m – 3m p.a

Location: Abuja

The Content Producer/Storyteller brings ImpactHouse's work to life through dynamic and compelling human stories and strong copywriting that move audiences across various social cadre to uniformly understand our messaging, then ACT as prescribed. Nimble, strategic and creative, the Storyteller works the storytelling spectrum – from gathering stories in the field to packaging them for a variety of strategic purposes.

The successful Content Producer/Storyteller will be a strategic, creative and versatile screenwriter who can create ideas and bring stories to life in scripts for character-driven, emotionally engaging content (such as skits) tailored for different target audiences and advocacy goals. She will bring fresh eyes to every project and help to shape ImpactHouse's distinct brand voice; yet will always be grounded in strategy. She is an agile writer who can do both long- and short-form pieces for target audiences with varying levels of understanding of ImpactHouse's work in gender equity and justice, education and human rights, media and civil society development, and civic participation and good governance.

She takes feedback constructively and views writing as a collaborative process. She is an experienced interviewer, researcher, editor, and writer who can take rough, and often technical content, and translate it into polished, professional stories. She is diplomatic, has strong judgment and team skills, and is a strong collaborator and problem solver who can make decisions quickly on the ground and work effectively with our field teams in the pre-production phases of trip planning. The successful candidate works well independently. The Content Producer/Storyteller works with the COO/Managing Editor and supports digital engagement goals across fundraising and communications, and could be called upon to travel with minimal notice.

Key Responsibilities:

Storytelling, Screenwriting & Copywriting

- Translates a strategy brief into powerful copy and stories that drive a desired action
- Works to deepen understanding of our target audiences
- Manages content development process (stories & copy) for integrated fundraising and advocacy campaigns
- Writes scripts and develops believable plots and characters
- Writes both short and long-form pieces for ImpactHouse websites, email, and social media for the purposes of elevating our profile, raising funds, and advancing our mission.

Content Gathering

- Identifies opportunities to gather content from the field in support of our editorial content strategy.
- Delivers packaged content and stories for pre-determined advocacy tactics.

Knowledge and Experience:

- Minimum of Bachelor's Degree or equivalent in related field required – Development Studies, Theatre Arts, English, journalism, or communications.
- 2+ years of professional writing experience, preferably for a nonprofit.
- Diversified portfolio of writing samples required.
- Track record of using purposeful storytelling to drive social change and organizational impact.
- Superior written and verbal communications skills a must.
- Experience translating technical source material into accessible compelling human stories for a general audience.
- Understands storytelling and social good copywriting trends across varied media types.

Reward

- Salary is competitive, and depending on capacities and experience.

How to Apply

Please submit your resume and cover letter by 30 June, 2022 to [john\[at\]impacthouse.ltd](mailto:john@atimpacthouse.ltd).

Note

- This role is **open to female candidates only**.
- We are only able to respond directly to candidates with whom we wish to move forward in the interview process.

About ImpactHouse

ImpactHouse Centre for Development Communication is a tech driven nonprofit that emphasises information and persuasion, increase in dissemination and educating, behaviour change, social marketing, social mobilisation, media advocacy and community participation for solving social problems around gender equity and justice, education and human rights, media and civil society development, and civic participation and good governance.

We privilege local contexts, culture and rely on a mix of communication tools, channels and participatory approaches for uniform comprehension and acceptance of development messages. In 2011, we launched one of our pioneering approach to journalism and M4D, under the brand Development Diaries, thus emerging as the foremost development sector news/information service agency in Africa.

Currently, we are translating from an exclusive development sector news service to fully operate a self-styled advocacy journalism that transparently promotes factual analysis and, rigorous and compelling reporting on responses to social problems.