

## Job Description – Digital Storyteller

**Home-Start Job Title:** Digital Storyteller

**Reporting To:** Head of Marketing & Fundraising

**Hours:** 18 hours per week

**Contract:** Fixed Term contract for 18 months from commencement date. Continuation subject to funding.

**Salary:** NJC 13 (Currently £28,163 pro rata. Actual salary £14,081)

### Purpose of the Job

The Digital Storyteller effectively communicates our mission and impact to a range of stakeholders. They develop and deploy effective and engaging content to increase our visibility across multiple digital platforms.

The Digital Storyteller is a people-orientated communicator who works with empathy and understanding and who respects confidentiality. They build relationships with supported families and with the staff and volunteer team to create sensitive and engaging content and raise HOST's profile.

### Main Responsibilities

- **Create Content:** Produce high-quality storytelling content for social media, write copy for blog posts, The HOST Post newsletter, website, etc that tells the story of who we are and what we do, and shares our impact with audiences.
- **Brand Consistency:** Ensure all digital storytelling aligns with the organisation's brand voice, mission, and values.
- **Platform Management:** Curate and manage content across channels (social media, e-newsletters) to reach and grow support within our target audiences.
- **Insights:** Use analytics tools to measure content performance, adjusting storytelling strategies accordingly. This may include conducting research on audience interests and behaviours.
- **Collaboration:** Work closely with program staff, supporters, and partners to identify compelling stories and ensure authenticity and accuracy.
- **Innovation:** You'll stay current on digital storytelling trends and emerging content formats to continually refine and improve our storytelling approaches.
- Undertake any other duties that may be required to discharge the role and support the organisation.

Home-Start is committed to safer recruitment practice as an important part of safeguarding and protecting children and vulnerable adults



## **Person Specification –**

### **Essential Criteria:**

- Proven track record in digital storytelling, experience of creating social media strategy, and caption and content writing.
- Strong video editing, graphic design, photography, and content creation skills.
- Excellent writing, editing, and communication abilities.
- Familiarity with social media analytics, SEO, and audience engagement tools.
- Creative thinker and doer, with a passion for social impact and the ability to produce narrative-rich content.
- A team player, able to adapt to working in a dynamic and changing environment.
- Sensitive and compassionate and able to put children and families at ease when telling their stories.
- A commitment to Equity, Equality, Diversity & Inclusion.
- A commitment to safeguarding and promoting the welfare of children.
- Eligible to work in the UK.
- A commitment to flexible working, including occasional evenings and weekends.
- Able to commit to regular work on location in Greater Manchester

### **Desirable Criteria:**

- Experience of working with children and families
- Experience of volunteering

**This post is subject to an enhanced DBS check.**

This job description is current as at January 2025.