

**Mennonite Life  
JOB DESCRIPTION**

**TITLE: Storyteller: Digital & Communications (100% FTE)**

**REPORTS TO: Executive Director**

**SUMMARY: Plans and leads effective marketing and communications emphasizing storytelling and featuring digital solutions and social media. Stokes and supports communications across two campuses: Mennonite Life and 1719 Museum. Supports digital access to events, programs, and collections.**

<b>ORGANIZATIONAL EXPECTATIONS:</b>	
1.	Supports the mission, vision, and core values of Mennonite Life
2.	Respects the dignity and diversity of all persons
3.	Values being part of a team and collaborating
4.	Embraces an openness to change
5.	Thinks strategically and attends to details
6.	Enjoys interacting with people as a major aspect of work
7.	Communicates proactively and in a manner that fosters respect for one another
<b>REQUIRED QUALIFICATIONS:</b>	
1.	Minimum education: bachelor's degree in communications, marketing, journalism, English, or similar
2.	A strong communicator who can think on one's feet, is comfortable with public speaking, and is eager to engage with all stakeholders
3.	Excellent writer in English, passionate about storytelling
4.	Self-starter who figures out the unmet need and proposes a solution for it, and champions ideas while listening to others
5.	Has successfully used technology as a key communications tool; comfortable with assisting others with technology
6..	Knowledge of the wide range of Mennonites and Amish in Lancaster and beyond, and willingness to learn more
7.	2+ years of content creation experience, with portfolio examples available
8.	Successfully pass all required child abuse clearances
9.	Fully vaccinated against COVID-19
10.	Must have a valid driver's license and a vehicle for travelling between campuses and to event locations

<b>ESSENTIAL DUTIES/RESPONSIBILITIES:</b>	
1.	Guided by our brand style guide and marketing strategic plan, create and share content that helps Mennonite Life accomplish its mission and a positive bottom line
2.	Use practical tools, including detailed content calendars, to complete marketing and communications deliverables on schedule
3.	Proactively maintain the website for relevant, correct, and fresh content sharing
4.	Use analytics to determine what content is working and what needs to be changed for maximum impact
5.	Increase brand awareness through email marketing, press releases, events advertising, social media, dynamic web content, and others. Collaborate with campus Administrators and event planners for relevant messaging.
6.	Work in a focused manner, build systems that support efficiency and collaboration, and thrive in a fast-paced environment
7.	Function readily as a team player, knowing when to help others and when to maintain boundaries in order to prioritize your own responsibilities
8.	Provide technical services for live streaming, virtual meetings, and other digital tools as requested. Be first-call, basic IT support for team computers and retail point of sale equipment
9.	Work with the collections team to improve digital access to archive and museum collections and feature stories living in our collections
10.	Represent the organization at church conference gatherings and other key constituent communications opportunities.
11.	Edit quarterly newsletter, with rough draft delivered one month before the first day of the publication month and publication on the first day of pub month
12.	Coordinate publication logistics related to <i>Pennsylvania Mennonite Heritage</i> . The magazine is edited and designed by others.
13.	Lead spring donation appeal and fall membership/donation appeal processes
14.	Some travel is required, primarily in the greater Lancaster region.

Full-time Benefits

June 2022