



**JOB DETAILS:**

**Title:** Storyteller: Communications & Content Creation

**Job Classification:** Exempt, Salaried

**FTE:** 1.0 (40 Hours/Week + Events)

**Pay Range:** \$50,000 - \$53,000

**Eligible Benefits:** Health insurance, Retirement, PTO (Holidays, Vacation time, Sick time)

**Reports To:** Executive Director

**Primary Purpose:** The Storyteller is responsible for compiling and telling the stories of Mennonite Life across multiple communication channels: through advertising and social media, at community events, etc. Connects with diverse audiences to collect and highlight stories of Lancaster County Mennonites and interrelated communities. Accelerates and supports communications at three sites across two campuses: Mennonite Life Collections building & Visitors Center and the 1719 Museum. Supports digital access to events, programs, and collections.

**ORGANIZATIONAL EXPECTATIONS:**

1. Supports the mission, vision, and core values of Mennonite Life.
2. Respects the dignity, honor, and diversity of all persons.
3. Functions as a positive, collaborative team member
4. Demonstrates flexibility and openness to adapting to change.
5. Ability to think strategically and see the big picture as well as carefully attend to details.
6. Friendly interpersonal skills with a focus on internal and external customer service and fostering an enjoyable work environment.
7. Ability to communicate proactively and respectfully in a professional manner on the phone, online, and in person.
8. Excellent computer and technology skills

**REQUIRED QUALIFICATIONS:**

1. Minimum education: Bachelor's degree in communications, marketing, journalism, English, or related field
2. Strong communicator who can think and respond effectively in the moment, is comfortable with public speaking, and eagerly engages with all stakeholders
3. Demonstrates a passion for storytelling
4. Energetic self-starter who figures out the unmet need and proposes a solution for it, and champions ideas while listening to others

5. Has 2 or more years of content creation experience, with portfolio examples available
6. Knowledge of the wide range of Mennonites and Amish in Lancaster and beyond, and willingness to learn more
7. Has successfully used technology as a key communications tool; comfortably assists others with technology
8. Possesses excellent English writing skills
10. Successfully passes all required child abuse clearances
11. Has a valid driver's license and a vehicle for travelling between campuses and to community partners and event locations

## **ESSENTIAL DUTIES/RESPONSIBILITIES:**

### **STORYTELLER ROLE:**

1. Guided by our brand style guide and marketing strategic plan, create and share content that helps Mennonite Life collect and communicate stories and accomplish its mission and a positive bottom line
2. Initiate communication through relevant channels to understand and reach audiences with diverse ages, backgrounds, and interests
3. Increase and support internal communication among all sites, ensuring consistent messaging and branding and do so in a way that enhances collaboration among staff and community supporters
4. Represent the organization at church conference gatherings and other key constituent communications opportunities.
5. Design and distribute content that enhances brand awareness through email marketing, press releases, events advertising, social media, dynamic web content, and more
6. Work in a focused manner, utilize 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, including prioritizing requests from multiple perspectives, and knowing when to maintain boundaries in order to prioritize your own responsibilities
8. Use practical tools, including detailed content calendars, to complete communications deliverables on schedule
9. Proactively maintain the website for content that is relevant, correct, and fresh
10. Provide technical services for live streaming, virtual meetings, and other digital tools as requested
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 publication month
12. Coordinate publication logistics related to *Pennsylvania Mennonite Heritage*; the magazine is edited and designed by others
13. Work with the collections team to improve digital access to archive and museum collections and feature stories living in our collections
14. Some travel is required, primarily in the greater Lancaster region
15. Other duties as assigned by supervisor

### **OPERATIONS SUPPORT:**

1. Due to the nature of a small team, at times you will be called on to assist with special events or responsibilities in other areas, such as covering the Customer Care person's lunch breaks. You may also be trained in other locations.

**SKILLS:**

1. Computer Skills – Strong proficiency in Microsoft Office Suite, Google applications, WordPress, Constant Contact; Proficiency in navigating and using internet-based software
2. Language – Ability to speak, read, and write English in a format that tells a clear, concise, and compelling story
3. Communications Skills – Proficiency in updating relevant social media, conversing with diverse audiences, writing press releases, and collaborating with coworkers
4. Design Skills – Able to design and distribute original content aligned with a brand style guide
5. Organizational Skills – Ability to organize tasks and complete items for release within a relevant time frame

March 2026