

Head of Digital Storytelling

Apply by: Sunday, December 19, 2021 at midnight EST

Interview Dates: Jan 17-28, 2022. **Only those chosen for interviews will be contacted.*

Ideal Start date: Mid to late February

To apply:

(1) Fill out [this form](#) in English or in French.

(2) Send your CV to workwithus@inpath.ca.

Important notes:

- Name your CV (as a PDF) like this:
Position_Last name_First name.
- Write the subject line of your email so that it corresponds with the name of your PDF.

(3) **Optional:** Email a sample of your work (a campaign you've led, something you've written, a piece of media you've produced).

*Please name your document like this
HeadofDigitalStorytelling_Last name_work sample

*If you have any problems filling out the form or have questions about the process, please email workwithus@inpath.ca.

Hours: 40 hrs/wk (includes paid lunch hour)

Starting Salary: \$64,000-\$68,000 depending on experience

Contract length: 18 month contract with a possibility to renew; 6-month probationary period

Where you'll be working: This is a remote position with an option to work from our Montreal office.

Benefits, Vacation, and Paid Time Off:

Group health insurance; monthly cellphone contribution; 2-weeks paid vacation per year and a paid winter holiday from December 25th-January 1st; 6 Wellness Days; 6 Sick Days

**This position sometimes requires a fluctuating work schedule, with periods of greater demands on time than others. Early morning, evening and weekend work may sometimes be required.*

Your role:

As our Head of Digital Storytelling, you will lead the planning and implementation of the digital storytelling strategy for the organization, keeping the stories of youth at the centre. The storytelling initiatives you lead will amplify the work of the talented youth who participate in our programs and will illustrate the transformative potential of creative programs. The role will invite you to bring a passion for storytelling and visual content; a collaborative approach; an understanding of the ever-evolving media landscape; and a desire to bring youth voice and talent to the forefront.

Your day-to-day tasks will include:

- Writing clear, error free copy for internal and external facing communications materials, including for the inPath and N'we Jinan websites;
- Looking and listening for opportunities to tell stories about inPath's programming and the incredible youth who participate in it - connecting with team members to understand what is happening "on the ground" through programming;
- Planning and crafting compelling communications and storytelling initiatives that highlight inPath's youth-centric programming and talented roster of artists;
- Creating engaging visual and written content in alignment with program and organizational brand standards;
- Supporting the development, implementation, and maintenance of a media storage system;
- Developing, scheduling, and posting on social media channels and digital community platforms, including Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube, MailChimp, and Mighty Networks;
- Connecting with media outlets that can amplify stories of youth responsibly;
- Supporting the written and visual elements of reports;
- Engaging youth program participants in storytelling initiatives throughout the programming year; and
- Supporting logistics and supporting communications-related media training and brand development for some program participants;

About You (your skills and qualities):

**We recognize the value of both paid and unpaid work and the value of lived experience. The following skills and qualities will help you thrive in this role. Remember: you don't need to have all of these to be a strong candidate.*

- You're skilled at prioritizing work and adapting to shifting circumstances. You're also comfortable asking for help and are willing to help out where needed. You like to learn and are comfortable not knowing everything right out of the gate.
- You understand why Indigenous created content by and for Indigenous folks matters.
- You have a keen eye for detail and like to check and double check your work.
- You can adhere to deadlines and work well on long-term projects that require both admin-type and big-picture responsibilities.
- You're energized by opportunities to create and share stories and amplify the voices of youth.
- You understand (or are willing to learn about) algorithms and analytics and you have experience working on digital marketing strategies.
- You are comfortable setting up your own workflow and planning short and long term projects.
- You like to understand challenges, ask questions, and find solutions. Transforming information into engaging stories is an exciting challenge for you.
- You consider yourself digitally fluent and have worked with a range of digital platforms (experience with Asana, Slack, GSuite, Wordpress, and design softwares will be helpful for this role).
- You understand the connection between clear communication and effective working relationships.
- You are comfortable collaborating with teammates and working with external clients and consultants.
- You think of storytelling as a way of bridging connections between people and you understand why person-first, accessible language matters.
- You are a thinker AND a doer—you can come up with great ideas AND implement them.
- You have an eye for design and an ability to work collaboratively and strategically with professional designers and content creators.
- You like talking to people with different life experiences and are committed to understanding where they're coming from. You're energized by conversation and connection
- You value the work environment as a space of connectivity and respect. Safety, accessibility, anti-racism, curiosity, and anti-oppression are part of the way you work.
- You are committed to learning new skills and are willing to unlearn.

Qualifications for this Position:

**We recognize the value of both paid and unpaid work and the value of lived experience. For this job, you should have some or all of the following qualifications:*

- Graduation from secondary school
- 3-5 years experience in a communications, marketing, writing, or editing position
- University degree, college diploma, or certificate (a strong asset)
- Project or communication campaign management experience (an asset)

About Us:

We are a learning organization that designs and delivers arts-based programs alongside Indigenous youth. We are based in Montreal but our programs are delivered from coast to coast. We're rooted in a start-up culture—we've grown quickly, from the ground up, in just over five years. We value emergence and flexibility. Our commitment to systems change through the arts means that we think creatively, value curiosity, and are not satisfied with the status-quo. We are committed to transforming oppressive processes and systems in order to create a world where creative learning encourages curiosity, promotes agency, and helps people feel connected to a community.

Our Work Culture & Norms:

Working as part of the [inPath team](#) means joining a group of 20+ employees committed to learning and creativity. It also means joining a network of [40+ artists](#) and 500+ youth who are building strength-based narratives through creativity. Our work environment is:

- Hierarchical, support-based, and highly collaborative
- Primarily English-speaking
- Fast-paced, dynamic, and nimble
- Guided by collectively developed group norms and agreements that focus on well-being
- A mix of in-person and remote team. Our office space in St. Henri, a charming neighbourhood in the south west of Montreal. Our team is primarily remote right now and we are interested in setting up a work opportunity that meets your needs. We also offer some flexibility in work hours.

Our Team is Committed to:

- Learning and professional development. We are a young social purpose organization that encourages intrapreneurship and intentional, innovative thinking.
- Caring, reciprocal relationships
- Un/learning our colonial history and present-day systems of oppression
- Our vision, mission and values as lived in the day-to-day
- Anti-oppression and anti-racism practices and pedagogies
- Systems change in education and learning from the inside out
- Collaborative work and creative problem solving
- An open, generative approach to giving and receiving feedback

Accessibility:

Our team is working remotely until further notice, with an option to work from the office. Our building is not wheelchair accessible. As we are in a shared building, we cannot guarantee a scent-free space, although our specific office has a scent-free policy. If you have specific questions relating to accessibility, please email workwithus@inpath.ca.

A Note on Employment Equity:

We value the contributions individuals who identify as members of marginalized communities bring to our organization. We encourage, among others, Black, Indigenous people, and People of Colour, people with disabilities, people that identify as 2SLGBTQI, women, formerly incarcerated or institutionalized people, immigrants, and people from working class backgrounds to apply. We understand applicants may experience a number of these identities simultaneously in ways that reinforce and nuance their experience. We are committed to creating an organization that is as diverse as the communities we serve.

If you would like to be considered for employment equity, you can let us know in your application form and it is not required that you explain why you would like to be considered.