

NEW PLURALISTS

Director of Storytelling

Remote

New Pluralists Collaborative is a cross-ideological funder and field collaborative catalyzing a culture of pluralism in America. We believe the promise of pluralism is core to America realizing our founding ideals of liberty, equality, and justice. When we're able to live among, work with, and care about people who are different from us - including across race and ethnicity, faith, geography, and political affiliation - and when we can navigate conflict well, we can strengthen our communities, and solve the challenges we face as citizens of a healthy and peaceful democracy.

The work of living up to our founding ideals has been unfinished, with hopeful steps forward alongside profound failures. We continue to grapple with conflicts that go back to our country's founding, and while facing massive social upheavals and division accelerated by the pandemic, digital technology, economic and demographic shifts, and climate change. We are growing increasingly segregated and polarized along class, racial, religious, and ideological lines, and we are losing trust in each other and in the promise of participatory democracy.

New Pluralists' North Star

If we do our work well, over time, we will catalyze a culture of belonging, one where we treat each other with curiosity, concern, and care across our differences, solve problems productively, and stand up for each other's dignity and wellbeing. More and more people will see themselves as part of America's story and journey from division into wholeness. We will see the ecosystem we've supported and nurtured is taking on a life of its own, where many types of organizations and communities adopt and adapt the best pluralistic practices to meet the needs of their different contexts. As a result, millions of Americans will have direct experiences and be the authors and agents of pluralism where they live, work, pray, and

Like the problem, the solutions are complex. Tackling the root causes of divisiveness requires structural changes, and also that we shift our hearts and minds. Culture shapes the way we treat each other, what we consider "normal" or acceptable, and how we make sense of our own experiences. It transcends politics and specific law. Research suggests that most Americans are exhausted with the current climate, and are hungry for different ways to come together, navigate conflicts both big and small, and solve problems.

New Pluralists is meeting that hunger by inviting us all to proactively build a different reality that reflects our country's founding commitment to equality, dignity, and justice. As a pooled fund, we are raising and investing \$100M to catalyze a cultural shift. We are strengthening an ecosystem of practitioners, storytellers, researchers, and innovators from across many different fields, sectors, and communities who share our vision. We use our voice, connect and invest resources in people and ideas that will enable millions of Americans to have the skills, incentives, and imagination to belong in a politically vibrant, multiracial, and multifaith democracy.

At this critical confluence of growth, community momentum, and team energy, the new Director of Storytelling will help bring shape to pluralism: as it relates to the current ecosystem and emerging



audiences; how it shows up in community; and its means of expression that makes it real, felt, and useful across a range of audiences and stakeholders who are critical to our culture change endeavor. They will leverage and weave emergent and convergent themes from across our network of Field Builders, funders, grantees, and other partners, to foster a greater collective sense of momentum, belonging and insight. They will shape and invest in timely strategies to catalyze new conversations, identify new audiences, and respond to dynamic cultural moments in ways that shift minds and hearts across many diverse communities, organizations, and sectors-helping to advance our mission and amplify our impact through a range of communications strategies and tactics, across multiple modes of media channels.

Ideal candidates will have: a strong understanding of the role stories can play in driving social/cultural change; an inclusive strategy development lens; and a track record of creatively positioning organizations, initiatives and/or campaigns. This role requires a deep collaboration with leaders, funders, field leaders (including our Field Builders), to harvest and integrate messaging and strategy into storytelling assets that will have relevance across a wide range and types of leaders, sectors, communities, and organizations. Compelling candidates for this position must be highly motivated, capable of self-directed work, detail-oriented, and able to work collaboratively across teams and organizations that represent a wide diversity of ideological, cultural, social, and political milieu. They must exhibit a keen sense of responsibility and enjoy working to drive ongoing change. It will be additive to the Collective's work for candidates to bring experience in different sectors and communities. An understanding of the principles, strategies, and mindsets required to organize individuals to influence institutions and a complex ecosystem is critical. Previous experience working in a complex organization or network is highly desired, as is the ability to respect divergent opinions, understand multi-directional power flow and work in collaboration with a kaleidoscope of organizations, consultants, and leaders with different missions. Strong verbal and written communications skills are absolute musts. The successful candidate will be a strong relationship builder. Excellent organizational and interpersonal skills are necessary.

Director of Storytelling

Reporting to the Executive Director in this newly created position the Director of Storytelling will support organizational evolution and growth through culture change both internally and externally. Critically, the Director of Storytelling will bring a high level of comfort creating clarity in ambiguity, with the ability of translating nuance into compelling and actionable stories. In this sense, the Director will serve less in a centralized service/technical assistance and more in a strategic coordination and guiding role, helping current and future actors within the pluralism ecosystem - Field Builders, grantees, funders, and other partners to develop their own communications paths and voices while offering unifying messaging that inspires all to joint action.

Core Responsibilities

Shape our Story

- Design, lead, iterate, execute, and manage creative and relevant communications and storytelling strategies as an embedded organizational leader and team member.

- Listen for and seek out storytelling and narrative change opportunities across the team, network, and field, and meet dynamic opportunities and evolving needs with decisive solutions and actions on behalf of New Pluralists.
- Effectively position Executive Director, New Pluralists, funders, field builders, grantees, and other partners in ways that align with our values and advances our mission for culture change. This includes developing strategies to elevate the voice and understanding of the Executive Director, by identifying where/how they should be addressing issues and across which communications channels.
- Track, weave and synthesize conversations across different platforms, harvesting and integrating messaging and strategy into storytelling assets that will have relevance across a wide range and types of leaders, sectors, communities, and organizations.
- Amplify and shine a light on the power and impact the New Pluralist ecosystem as a whole field (grantees, field leaders' and other partners) through a variety of storytelling approaches and partnerships.
- Manage and anticipate all media relations; be proactive and responsive as it relates to crisis communications.

Tell the Stories of the Field

- Uplift and enable field leaders (including Field Builders) to see each other's work, learn from each other, and find connections points - including through communications within the Collaborative and among adjacent and related partners.
- Use storytelling as a strategy to weave our network, foster belonging, bring new voices to the conversation, and catalyze partnerships, including - podcasts; shaping joint blog posts, broadcast and social media, collaboratives and convenings, speaker panels.
- Elevate New Pluralists experimentation, joint work, new partnerships and other collaborative approaches, mapping, and testing audiences.
- Enable New Pluralists, field leaders and partners to share the evidence behind and impact of pluralist practice in ways that are useful, relatable, and digestible to diverse audiences.
- Enable New Pluralists, field builders, and partners make the case, influence, and enable other funders to practice and invest resources in pluralism (in partnership with Executive Director).

Catalyze Narrative and Culture Change through Storytelling

- Proactively identify and leverage cultural moments and narrative change opportunities in response to real-world, dynamic opportunities, where our voice and the voice of our network can make a catalytic difference.
- In deep partnership with Program Directors, inform our narrative change strategies and seek out people, organizations and ideas who are or could advance new pluralism through storytelling and cultural approaches.
- Facilitate effective linkages and outputs with innovative communications teams and partnerships with external individuals and entities including creative agencies, affinity marketers, digital and social media experts and visual makers and designers.

- Design, implement, and manage narrative grants and other philanthropic strategies, including an audience and narrative landscape, managing relationships in ways that treat field partners with trust, fairness, and reciprocity, and align with our emerging investment philosophy and our pluralist values

Qualifications and Experiences of the Ideal Director of Storytelling

New Pluralists is open to candidates whose skills and experience have been developed and proven in a variety of settings (e.g. public awareness and education campaigns, narrative change and grassroots calls to action, community building communications frameworks/platforms, long-form digital storytelling and journalism, creative agency strategic positioning and brand/mission-promise work).

Candidates will ideally possess the following professional abilities, attributes, and experiences:

- Demonstrated track record of success in developing and executing an effective communications and storytelling strategy, coupled with narrative/culture change messaging expertise.
- Clear evidence of creating narratives that go beyond broadcast to realizing shifts in hearts and minds.
- Extensive experience in strategic communications, social, and digital media, public affairs and/or marketing.
- Must have an ability to create strong relationships across a large and varied community enabling a free flow of learning and information and then translation into digestible and succinct communications helping to advance dialogue at the national, regional, and local levels and give form to emerging opportunities.
- Excellent active listening, writing, editing, analytical and verbal communication skills, including the ability to collect, synthesize, and present information across varied communications platforms. Experience coordinating with external agencies as well as hands-on experience in the design, editing, and production of omni channel messaging.
- History supporting leaders of organizations meeting their strategic and developmental goals.
- Experience having played a role (internal or external) that was critical to an organization's growth and/or increasing their impact and power.
- Strong project management skills, demonstrated through previous projects managing multiple internal and external stakeholders (e.g. working across organizations)
- Solid research and analytical skills, and the ability to cull and synthesize information from large bodies of knowledge and complex concepts, and draft brief summaries, analyses, and recommendations.
- An inherently entrepreneurial and creative mind capable of identifying multiple solutions to a given set of challenges; the ability to resolve these challenges with open dialogue and inclusivity while maintaining the focus needed to advance projects and initiatives in concrete ways.



- Ability to work collaboratively, contribute productively to collective decisions, and execute in alignment with them. The willingness to put aside a personal agenda in favor of pluralistic goals and objectives.
- Proven embrace of and aptitude in navigating complexity and nuance, especially in environments where political/cultural disagreement has been stark yet core to advancing the work.
- Exhibit a lively, curious, and creative intellect; a style that includes flexibility and inventiveness - understanding that goals and mission are moving targets and require flexible, realistic strategies.
- A healthy sense of humility, both in approaching a new portfolio of work and how one shows up in that environment.
- A keen sense of humor and curiosity.

Compensation and Benefits

The salary range for the Director of Storytelling is \$160,000 - \$180,000. A competitive benefits package is offered through the fiscal sponsor, Rockefeller Philanthropy Advisors, including medical, dental, retirement, etc.

How To Apply

Talent Citizen, a national executive search and consulting firm focused on the pursuit of positive social impact across sectors, is partnering with New Pluralists on this search. President Tracy Welsh and Senior Associate Eva Kotilinek are leading this engagement. Additional questions and nominations should be directed to Eva (eva@talentcitizen.com).

Interested parties should please send an updated resume and how you learned of the position to NP-DS@talentcitizen.com