

	Surge Institute – Digital Storyteller
Organizational Description	<p>The Surge Institute is an education leadership accelerator with a simple but important mission: Develop and elevate leaders of color who create transformative change for children, families, and communities.</p> <p>The Institute’s signature program, the Surge Fellowship was designed to identify and groom emerging diverse talent and empower them to change the landscape of education by providing them with a unique leadership development experience. We go beyond training. We connect, support and elevate; and we do it all in love and through community.</p> <p style="text-align: center;">Learn more about Surge’s journey and impact by visiting our website.</p> <p>Surge’s success has brought us increased support and influence as we strive toward the ultimate goal of making a positive impact in communities across the country through representative education leadership. This is an exciting time for Surge and we hope to find motivated, disciplined, mission-driven individuals to join our team!</p>
Position Objective	<p>The Digital Storyteller is instrumental in capturing and expanding the voice of the Surge movement in digital media. This includes drafting communications to our audience, helping craft content for our e-newsletter, developing key social media content, creating website content and generally being a creative contributor to telling the stories of our movement.</p> <p>In this role the Digital Storyteller will work on the Marketing Team and report to the Marketing and Outreach Manager, collaborating with a graphic designer and social media interns to develop powerful, compelling content instrumental to generating excitement and interest in our mission of transforming education for youth and communities of color.</p>
Essential Functions –	<p>E-Communications</p> <ul style="list-style-type: none"> ● Draft and refine email communications to be distributed to targeted audiences including efforts to: <ul style="list-style-type: none"> ○ Promote yearly recruitment efforts across multiple cities ○ Highlight major organizational developments and updates



	<ul style="list-style-type: none"> ○ Kick-off, promote and conclude major giving campaigns ○ Spark interest and solicit RSVPs for local and national events ● Produce content for the quarterly Surge National Newsletter <p>Social Media</p> <ul style="list-style-type: none"> ● Create targeted high-level social media posts promoting key programs, developments and giving campaigns in the Surge movement ● Collaborate with Marketing and Outreach Manager to ideate social media campaigns, series and initiatives ● Collaborate with social media interns to curate cohesive content across local and national Surge social media accounts <p>Digital Content</p> <ul style="list-style-type: none"> ● Draft website content, including news articles, event recaps, blog postings, directory updates and special messages to our community ● Proofread and edit staff, fellow and alumni generated content for the Surge blog and opinion editorials ● Make updates and additions to Surge-branded collateral, including presentation decks, one-pagers and digital media kits
Education & Experience	<ul style="list-style-type: none"> - Bachelor’s Degree in Marketing, Communications, Journalism, English, Public Relations, Media, Writing or related field required - At least one year of experience writing and editing for a target audience preferred - Familiarity with Adobe InDesign, Illustrator and Photoshop preferred
Personal Characteristics	<ul style="list-style-type: none"> - A passion for and connection with communities of color - A passion and commitment to transforming K-12 public education - Ability to thrive in a fast-paced environment and willingness to ‘roll up sleeves’ to get things done - Fervent attention to detail and ability to manage multiple priorities - Strong communications skills – verbal and written - A good sense of humor, humility, positive attitude, and high degree of flexibility, dedication, resourcefulness, energy, and creativity - Ability to understand and LIVE the mission and brand of the Surge Institute
Compensation	Annual salary of \$40,000-\$45,000 depending on skills and experience. The Surge Institute offers a competitive benefits package.



# of Direct Reports	None
Reports To	Marketing and Outreach Manager
Location	Chicago, IL
Setting	This position operates in a general office setting. Occasional travel and lifting are expected.

Application Procedure

Nominations or applications (with a current resume, cover letter, and two writing samples) should be sent confidentially, electronically, and ideally before **November 30, 2018**, to marketingtalent@surgeinstitute.org. The review of applications will begin immediately and will continue through the due date.

The Surge Institute does not discriminate on the basis of race, color, religion, ethnic or national origin, age, disability, gender, sexual orientation, or other characteristic covered by law with regard to employment opportunities.