

Profile: Storyteller and Writer

Team: Marketing & Communications

Job Status: Full-time

Location: Mumbai, India

Samhita collaborates with companies, social organizations and foundations to design and execute impactful social change strategies.

In the last few years, we have worked with a wide range of clients, including L&T, Godrej, Nomura, DHFL, Morgan Stanley and Hindustan Unilever. Apart from this, Samhita also works with international and domestic donor agencies and foundations like The Rockefeller Foundation, Bill & Melinda Gates Foundation and Tata Trusts to spark widespread interest and inspire collective action around critical social issues.

Currently, we are looking for a Storyteller and Writer in our Marketing Communications team to bring our work to life with dynamic and inspiring stories of social change, impact, innovation and excellence. The ideal candidate needs to be an expert wordsmith and storyteller who will showcase our work, values and brand in a compelling way.

Apart from this, the storyteller is expected to be up-to-date with new trends, technologies and new age marketing methodologies.

Responsibilities

- Design and maintain a story bank
- Deliver character-driven, emotionally engaging content tailored for different target audiences and organizational goals
- Undertake content marketing initiatives to achieve business targets
- Collaborate with internal and external partners to oversee the story collection, production and distribution process.
- Conduct field visits to project locations to interact with various stakeholders and tell their stories.

- Develop an editorial calendar, delegate tasks and ensure deadlines are met.
- Grow and sustain relationships with audiences, partners and stakeholders through the consistent telling of stories of impact that Samhita is making on the ground.
- Support both online and offline engagement goals across different business verticals like Digital Marketing, Research and Implementation.

Requirements

- Proven work experience as a Content Writer/Storyteller
- Past work experience in the social/development sector (Not Mandatory)
- Stellar writing skills
- Takes feedback constructively and views writing as a collaborative process.
- Good interviewing skills. Candidate should be able to ask effective questions and develop a rapport with the story subjects.
- Storyboarding experience. Candidate should have a thorough understanding of effectiveness and appropriateness of various story assets like (text, images, audio and video) and how to combine them.
- Ability to research and learn about a wide range of topics
- Proficiency in MS Office
- Editorial mindset with an ability to analyze audience preferences

If you would like to take up this challenge, then kindly send your resume to careers@samhita.org