



TOM TOM FOUNDATION

STORYTELLING SPECIALIST

The **Storytelling Specialist** plays a vital role in shaping and sharing the narrative of the Tom Tom Foundation and our signature event, the annual Tom Tom Festival. This position is at the heart of our efforts to connect with audiences in Charlottesville and beyond.

SCOPE OF WORK

Narrative Development

- Craft and sustain a consistent, compelling narrative that communicates the [mission](#) and [impacts](#) of the Tom Tom Foundation and the annual festival.
- Collaborate with the marketing team to ideate and define potential storylines and messaging.
- Conduct interviews and perform research to gather data and insights, supporting storytelling efforts with real-world examples and context from Tom Tom events and initiatives.

Content Creation

- Write and edit high-quality, engaging copy across various mediums, including social media posts, blogs, email marketing, and promotional materials.
- Ensure all content reflects the tone, voice, and values of the organization.

Strategy & Collaboration

- Assist in creating the Marketing Strategy for the 2025 Festival, ensuring that it conveys clear, consistent, and inspiring messaging across all programs and events. Work closely with the marketing team to align storytelling with promotional goals and strategies.

QUALIFICATIONS

- Proven experience in copywriting, storytelling, or journalism, with a portfolio demonstrating high-quality written work.
- Strong editorial and proofreading skills with an eye for detail and accuracy.
- Ability to write for diverse audiences and mediums, balancing creativity with clarity.
- Familiarity with creating marketing strategies and planning content for events or initiatives.
- A collaborative mindset and strong communication skills to work effectively within a team.

SCHEDULE

It is anticipated that the role will fluctuate in workload and hours, with a significant commitment of time directly before and during the Tom Tom Festival in April 2025.

COMPENSATION

This is a part time position. Hourly compensation will be determined based on experience.

APPLY

Please send your resume and highlight any relevant experience in a cover letter. Please send writing samples including; blogs, website and social media copy, taglines, campaign messaging etc.

Finally, please make sure that you have read our [mission](#) and [theory of impacts](#) and relate your experience and interest in your materials.

Subject: Copywriter
Attn: Paul Beyer, jobs@tomtomfoundation.org