

Narratives and Storytelling Lead

Position Description



Reports to	Communications and External Affairs Manager
Key relationships	Philanthropy Engagement Manager General Manager, Engagement CEO General Manager, Impact Impact Team
Key Information	<ul style="list-style-type: none">• 0.6-0.8 FTE, with flexible working hours• Salary: \$115,000 FTE, plus superannuation• Hybrid working requiring a minimum of 3 days in the office (Melbourne)

Our Vision

A just and equitable Greater Melbourne where communities thrive.

Our Purpose

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

Our Values

We act with humility

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

We are ambitious

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

We are courageous

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

We are curious

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

The role

The Narratives and Storytelling Lead uncovers, shapes and shares stories that connect community experience, emerging need and philanthropic impact. It develops compelling, human-centred stories that build awareness, deepen understanding of the issues impacting Greater Melbourne, and celebrate community-led change and the joy of giving.

The role brings Strategy 2030 to life through storytelling, making community need and lived experience visible. It strengthens connection between supporters, communities and the Foundation, and helps position the Foundation as a trusted, credible voice for Greater Melbourne, known for effective philanthropy and social justice. The role works closely with the Impact Team and the Philanthropy Engagement Manager to source and shape stories, and it also supports the CEO with op-eds and thought leadership pieces.

Key responsibilities

- Develop and deliver compelling, human-centred stories that reflect community need and experience, the joy of giving, and impact across Greater Melbourne
- Lead the development of the Foundation's core stories and narrative to ensure a consistent storytelling approach and messaging
- Develop long-form content to position the Foundation as a trusted, credible voice for Greater Melbourne and social justice and equity, and support the CEO with op-eds and thought leadership pieces for public audiences
- Work closely with the Impact Team to identify, source and shape stories that demonstrate the Foundation's approach to effective philanthropy and community-led change
- Engage directly with community members, supporters and stakeholders through interviews, conversations and site visits to gather and shape authentic lived experience (for storytelling purposes)
- Maintain a steady flow of storytelling content aligned to organisational priorities, campaigns and key moments, and identify new story opportunities to strengthen awareness, relevance and engagement
- Work closely with the Communications and External Affairs Manager to ensure storytelling supports public messaging and external communications, strengthening the Foundation's reputation and relevance

Key selection criteria

- Experience in storytelling, journalism, communications or content development in a purpose-driven environment, with strong creative capability
- Strong ability to write clear, engaging and human-centred stories across multiple formats
- Demonstrated experience engaging directly with community members, supporters or stakeholders to gather and shape authentic stories and lived experience

- Strong editorial judgement with the ability to shape accurate, engaging and audience-appropriate content
- Experience working with impact and subject-matter teams to source stories and insights
- Understanding of community issues, philanthropy and/or social impact, and the role of storytelling in shifting narratives
- Strong collaboration skills and ability to work across teams in a fast-paced environment
- Commitment to ethical storytelling and representing both community and supporter voice with care and accuracy