



## **POSITION: Digital Storyteller**

**Job term:** Part-time, 6-month contract with the possibility of renewal  
**Hours:** 15 hours per week  
**Start date:** February/March 2019  
**Locations:** Montréal or Toronto  
**Closing date:** February 15th (6pm EST)  
**Compensation:** \$25-\$30 per hour  
**Requirements:** Bilingual in French and English, high level of proficiency in communications (marketing, social media, graphic design, photography, and videography)

### **Who we are**

Repairing relationships between Indigenous and non-Indigenous peoples is one of the most important issues facing Canada today. Colonization has produced systemic inequality that has and continues to deeply impact Indigenous communities today. This is unacceptable in any country. The Truth and Reconciliation Commission has set out a clear path for Canada to begin to repair the wrongs that have marked Canada's relationship with Indigenous peoples.

At Canadian Roots Exchange (CRE), we believe that young people are the key to ensuring the relationship between Indigenous and non-Indigenous peoples improves through dialogue, understanding, and relationship building. Our charitable organization has been facilitating dialogue between Indigenous and non-Indigenous youth across Canada for over ten years through exchange programs, youth leadership development, educational workshops, and national gatherings.

We titled this position Digital Storyteller because we are looking for more than a marketing and communications person. As much as design is important to us, it is the content -- the stories -- that drive CRE and our staff. Every year, we work with thousands of youth across Canada, some of whom join us for an afternoon and others for months, and all of whom bring unique experiences and narratives to share. CRE is a growing organization, and we are looking to improve the ways that we talk about our accomplishments and successes.

### **Your impact**

We are looking for a **Digital Storyteller** to craft and share compelling narratives in English and French about CRE's programming, our impact, and the communities we work with. Whether it's a tweet or our annual report, event poster or interview video, you know how to engage

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#### **Toronto Office**

Canadian Roots Exchange  
489 College Street  
Suite 203  
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#### **Montreal Office**

Canadian Roots Exchange  
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bureau 102  
Montréal, QC H2V 4M1



audiences and utilize various digital media and visual tools. The Digital Storyteller will coordinate and generate written and visual content for the following areas:

- Marketing, branding, and communications
- CRE website
- Social media accounts (Facebook, Instagram, Twitter, Hootsuite, etc.)

Potential projects include:

- Designing annual reports
- Contributing to an organizational rebranding
- Updating our website
- Creating recruitment posters for volunteers
- Developing infographics for sponsorship packages
- Filming and editing videos of our exchanges and other programs
- Coordinating the work of contract artists, photographers, and videographers
- Creating impact stories of past program participants

### Who you are

- **You have artistic flair.** You can create visually interesting content without overshadowing the information or stories.
- **You have knowledge of graphic design.** You are well-versed in different design software, and you bring fundamental knowledge on how to communicate and engage audiences.
- **You are respectful and sensitive.** Stories have different emotional weights and you know how to work alongside different authors and share each narrative in the best way.
- **You are a relationship builder and collaborator.** You are focused on people and communities, value personal and professional relationships, and love opportunities to work with others.
- **You are a communicator and a listener.** You can clearly convey your thoughts and expectations in writing and verbally, and you can interpret what people tell you. Bilingualism in English and French is necessary, knowledge of any languages Indigenous to Turtle Island is a strong asset.
- **You are detail-oriented.** Although you see the big picture, the small details do not escape you. You are able to balance multiple projects and timelines.
- **You are flexible.** Issues arise. Plans change. You can quickly adapt as required and make contingency plans. When needed, you are flexible to work hours on evenings and/or weekends and to travel for work within Canada.

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- **You are a self-starter and team player.** If you see a problem, you are the sort of person who works to fix it. You have experience delegating tasks and bringing people together to complete projects.

### **Compensation**

- Wage: \$25-\$30 an hour
- Vacation: 4% payment
- Phone Allowance: \$20 a month

### **Application Method**

As a part of your application package please include your cover letter, résumé, and a digital portfolio of your work. The digital portfolio can be included as a zipped folder or a link to a personal website. If you have any questions, you can contact Tristan Smyth, Operations and Finance Manager, at [tristan@canadianroots.ca](mailto:tristan@canadianroots.ca).

You can submit a completed application (cover letter, résumé, and portfolio) to [jobs@canadianroots.ca](mailto:jobs@canadianroots.ca) as a single PDF with the following file naming convention:

Storyteller\_LastName.FirstName.pdf  
Ex: Storyteller\_Smyth.Tristan.pdf

### **Hiring Process**

1. Contact for interview (mid-February)
2. Interview (February 28 and March 1)

**Canadian Roots Exchange is committed to equitable representation and access. Candidates from Indigenous, racialized, 2SLGBTQ+, and other marginalized communities are encouraged to self-identify in the cover letter.**

**As a condition for hiring, successful candidates are required to submit a vulnerable sector check.**

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