



Communications and Narrative Strategist Job Description (Temporary Position)

Organization Background: [Brown Girl Surf \(BGS\)](#) is based on Lisjan Ohlone lands, aka Oakland. Our mission is to cultivate a surf culture rooted in belonging, equity, love & a reverence for the earth. BGS also works to shift surf and beach culture and dismantle barriers to coastal access that are rooted in systems of colonialism, racial discrimination, and injustice. We are an intergenerational community of girls, women, and gender expansive folks of color who share a connection to, or a desire to connect to, the ocean.

Brown Girl Surf is committed to a work culture where we can lead healthy and well-balanced lives, and remain connected to the joy that underlies our mission. We are looking for someone who shares our commitment, work ethic, and personal accountability to our mission, as well as promotes an organizational culture of equity and inclusion and centers justice, equity, diversity, and inclusion in your communication and behavior. We have a strong preference for candidates based in Oakland, where Brown Girl Surf and most of our community are based. Candidates that identify as Queer and/or Trans, Black, Indigenous, People of Color are highly encouraged to apply!

Position Overview: The [Communications and Narrative Strategist](#) will implement the BGS communications and storytelling strategy in partnership with BGS staff, volunteers and community members. This position is a temporary position (3-months) and will report to the Executive Director. This position has the opportunity to become a full-time exempt (FTE). The ideal start date is September 26th.

The Communications and Narrative Strategist will have a flexible work from home schedule, but must be available to work onsite at our office in downtown Oakland as requested and/or needed.

Core Functions of the Role: Storytelling is at the heart of our work, we see it as essential to fostering a joyful and inclusive surf culture that amplifies the voices of girls, women and gender expansive folks of color. This role will lead the work of crafting a multifaceted narrative strategy, which includes:

- Manage our social media content strategy that supports movement building and culture change
- Communicating possibilities and impact to both engaged community members and external stakeholders (i.e. funders, partners, government officials and the general public)
- Facilitate programs that support community members to explore, facilitate, and create stories that move us towards our vision for the future

Job Responsibilities and Interim Projects:

- Supporting end of year communications including but not limited to program highlights and fundraising via mailchimp, instagram, facebook etc.
- Support organization's communication campaign launch starting Tuesday, November 6th
- Support communications and social media marketing for communication launch party on Thursday, December 14th
- Creation and delivery of weekly social media content during the 7-week Fall Season
- Marketing and sharing of BGS print zine with Bay Area community and local vendors
- Updating BGS website with Fall Season changes in collaboration with website consultant

- Support the program team with 2024 volunteer intake communications, i.e. emails, flyers, social media, etc.
- Work with website designer to support weekly maintenance of website content

Experience and Qualifications

Required:

- Experience with storytelling and/or messaging development within campaigns, community-based initiatives, or movement building and culture creation efforts
- Proficiency in Mailchimp, Canva, Google Suite, Buffer/Hootsuite or other social media management platform, and InDesign or equivalent design software
- Experience and a passion for creating and managing visually appealing and highly engaging content from inception to publishing for Facebook, Instagram, TikTok, etc.
- Basic video editing skills to create highly engaging videos on but not limited to Instagram Reels
- Excellent writing and copy editing skills and understanding of communications/campaign strategies and tactics
- Strong understanding of analytics and data to track engagement through social media
- Excellent organizational and project management skills and ability to meet deadlines
- Capable of working well as part of a team as well as independently
- Ability to communicate openly and empathetically when faced with adversity and/or conflict
- Knowledge and deep understanding of power and privilege in different identities, including but not limited to race, gender, class, education, sexual orientation, and physical ability. Your understanding reflects both hierarchical and lateral oppression
- Embody [Brown Girl Surf organizational values](#)

Desired Qualifications:

- Proficiency in Adobe suite (esp. Photoshop, Lightroom, InDesign)
- Proven track record of driving growth on social media platforms
- Openness to engaging with and developing a connection to the ocean is critical. Surf experience is NOT necessary, though welcome and helpful

Compensation and Benefits

This is a part-time temporary position and the starting pay rate is \$31.25/hour, negotiable depending on experience, both lived and professional. This position has the opportunity to become a full-time exempt (FTE), salaried position after 3 months which includes a full benefits package.

How to Apply

Submit a Cover Letter and Resume to jobs@browngirlsurf.com - **The deadline to apply for this position is Tuesday, September 19th.** Brown Girl Surf will conduct interviews on a rolling basis, as applications are received.

Please note, BGS strives to create culture in our own image at the beach and in our work practices. We accept all forms of cover letters so feel free to get creative with it - let us know why you want to join BGS or what working with us would mean to you in writing, in song, in a poem, in a video or any other way you choose to express yourself! Please include a brief introduction of yourself, your passions, or your interest so that we have a better grasp of who you are and how you might fit into our team.