



COMMUNICATIONS AND STORYTELLING SPECIALIST

Homestead Community Land Trust seeks a Communications & Storytelling Specialist to elevate our mission through compelling narratives, video, and photography. This role offers a unique opportunity to amplify the voices of homeowners, partners, and advocates, connecting people to the transformative power of community-driven affordable homeownership. If you're passionate about storytelling and believe in housing as a foundation for stability and equity, we want to hear from you.

About Homestead

Homestead Community Land Trust expands homeownership opportunities for lower-income households by developing and stewarding permanently affordable homes. Through our work, we advance housing equity, address the legacy of discrimination, and protect communities from displacement. With 257 homes in trust and a pipeline of 240 additional homes to be built in the next six years, we are Washington State's largest community land trust. Our commitment to environmental sustainability ensures that we build and rehabilitate homes using methods and materials that support long-term affordability and resilience.

About the Role

Reporting jointly to the CEO and Annual Fund Manager, this position plays a key role in increasing awareness of Homestead's mission and impact. You will develop authentic, human-centered storytelling that highlights the role of community in creating and sustaining affordable homeownership. By building relationships with homeowners and partners, you'll capture their experiences through interviews, written narratives, and visual media, bringing their stories to life.

The ideal candidate is an experienced content creator with a talent for producing compelling video and photography-based storytelling that fosters engagement and drives support. Your focus will be on crafting impactful stories—not graphic design. You'll work alongside a designer to maintain visual consistency across platforms while producing a steady stream of new content, fresh photography, and edited video snippets that keep our social media and digital channels dynamic and engaging.

This is an opportunity to use your creative skills to make a real difference—helping to build a movement for housing equity and community resilience.

- **Storytelling and Content Creation:**
 - Develop and produce compelling stories, photos, videos, and written content that highlight Homestead's mission, impact, and the communities we serve.
 - Create multimedia content for use across platforms, including social media, websites, newsletters, and donor communications.
 - Assist in maintenance of organizational websites.
- **Media Relations:**
 - Distribute press releases, pitch stories, and respond to media inquiries.
 - Build and maintain relationships with local and regional media outlets.

- **Social Media and Digital Engagement:**
 - Manage Homestead’s social media presence by creating engaging posts, monitoring analytics, and responding to community interactions.
 - Plan and execute social media campaigns to support fundraising, events, and advocacy efforts.
 - Develop promotional material for Homestead including video, photo, and podcasts.
- **Collaboration and Partnerships:**
 - Work with staff and community partners to develop educational and advocacy materials.
 - Collaborate with the Development team to create fundraising materials and donor-facing communications and support in fundraising and community engagement events.
 - Collaborate with Housing Development team to support community engagement efforts.

QUALIFICATIONS

- Bachelor’s degree in Communications, Marketing, Journalism, or a related field, or equivalent work experience.
- At least three years of experience in marketing, content creation, or media relations, preferably in a nonprofit or mission-driven environment.
- Strong writing, storytelling, and interviewing skills.
- Experience shooting, editing, and producing photo and video content.
- Proficiency in social media management tools and digital marketing platforms.
- Experience working with diverse communities and a commitment to equity and inclusion.
- Exceptional project management skills with the ability to juggle multiple priorities and deadlines.
- Creative thinker with a passion for storytelling and a strong visual eye for creating engaging content.

Applicant must have current Washington State drivers’ license and personal transportation to access locations in King and Pierce County.

PREFERRED QUALIFICATIONS:

- Experience with Salesforce
- Experience working with fundraising teams

COMPENSATION AND BENEFITS

- Annual salary: \$85,000.
- Comprehensive health insurance, including vision and dental coverage.
- 403(b) retirement plan with up to 4% employer match.
- Generous paid time off and professional development funding.
- Transportation and home internet stipends.

HOW TO APPLY

We welcome applicants from all backgrounds and experiences. To apply, please send your resume, cover letter, and a portfolio of writing and/or multimedia work to jobs@homesteadclt.org. Applications will be reviewed on a rolling basis until the position is filled.

JOIN OUR TEAM

This is an exciting opportunity to contribute your creativity and communications expertise to a mission that makes a lasting difference. Be part of a team that fosters equity, sustainability, and vibrant communities.