

Local Storytelling Exchange

Job Description

Freelance Associate Storytellers (UK-wide)

We particularly welcome applications from:

- Lincolnshire
- Kent
- Wales

All around the country, the transition towards becoming a sustainable society is gradually underway. But 'gradually' is not enough. Efforts must be fast tracked if we are to limit the impacts of climate change. Building public support for a rapid and fair transition is critical to achieving this goal, and this demands a powerful shared vision of what is possible.

However, we don't often see stories of progress in the news or hear about new ways of living and working from our friends, family, or colleagues. Without these reminders, it's easy for people to feel that nothing is changing for the better. And it's easy for politicians and businesses to think that people aren't prepared for change.

Established in 2021, The Local Storytelling Exchange uses storytelling and community engagement to shape a collective narrative of support for a fair green transition. It does this by finding and amplifying stories across regional and local print, radio, TV, and digital media that show 'this is what the transition looks like'.

[See our map](#) for some examples.

These stories join the dots between policies and people's everyday experience of the transition. Local Storytellers work in different geographical areas to tell stories about individuals, groups and businesses who are shaping the green transition.

Building our network

We are now building a network of freelance Associate Storytellers to increase the range and reach of stories we can tell across Britain. We're looking for dynamic, self-motivated journalists who have strong connections to, and contacts in, their local areas.

Working with the Exchange's Commissioning Editors, you will be able to work independently, be an excellent relationship builder and a sensitive storyteller who can convey what the green transition looks like in your region through action-based, people-focused stories.

You will ideally have existing contacts across local and regional media in your area. The Exchange works across all forms of media and within our network we would like to be able

to call on specialisms in print, audio, video and digital storytelling, so are open to applicants who cover some or all of these fields.

The Exchange is seeking to find and amplify voices and stories that reflect the diversity of our society in terms of lived experience, cultural or socio-economic background, ethnicity and geography/region and strongly encourages people of all backgrounds to apply for these roles.

While we are initially focusing on England and Scotland's eastern seaboard, particularly Lincolnshire and Kent, we also welcome applications from candidates in areas such as Wales and south-west England as we build our network across Britain.

How to apply

To register your interest please send a CV, three samples of your work and a short (max 500 words) covering letter which clearly states the region you would like to focus on and any topical specialisms you possess (e.g. farming, fishing, industry, nature), to jobs@localstoryexchange.org

Successful candidates will be invited to attend a free one-hour online training workshop. Workshops will be held on Thursday 12 December and Thursday 16 January (you only need to attend one).

At the workshop we will share some of our storytelling techniques and the methodology behind them. Following attendance, and assuming your continued interest in the role, you will become part of the Exchange's Associate Storyteller network.

Fees will range from £175-£300 per day, agreed in advance of being commissioned, on a story-by-story basis. Frequency of commissions will depend on the level of response.

Responsibilities include

- Curate and develop 'action-based' and people-led stories using persuasive content tailored to target audiences and relevant media and social channels.
- Collect visual and audio assets where relevant / develop stories in other formats (e.g. video content, images, social media, and infographics) to extend the reach of the story into multiple channels.
- Use active listening and empathy to support people in telling their stories in a clear and authentic way, building on their own values.
- Work with the Exchange's commissioning editors to place these stories in relevant local and regional media outlets – including social media channels.
- Identify and sign-up expert spokespeople to the Exchange's spokesperson database.
- Be open and flexible to taking on story commissions from the Exchange's Commissioning Editors.
- Proactively pitch stories to the Commissioning Editors.