



POSITION DESCRIPTION **Director of Strategic Storytelling**

Reports To: Vice President of Advancement
Status : Full-Time Exempt and in-person
Location: Richmond, VA or Charlotte, NC
Organization: Union Presbyterian Seminary (UPSem)

About Us:

Union Presbyterian Seminary (UPSem) is dedicated to preparing people to be leaders of gospel-inspired transformative change in pursuit of a more just and compassionate world. We are a dynamic institution that thrives on innovation, inclusion, and faith-driven impact. Our commitment to faith, community, and scholarly excellence sets us apart, and we are seeking a creative and passionate Director of Strategic Storytelling to help us amplify our vision, mission, and the virtues our values make actionable.

Purpose/ Position Overview:

As the Director of Strategic Storytelling at UPSem, you will be the visionary architect behind our narrative strategy (marketing and communications), shaping how we share our story with the community (prospective students & learners, donors, and partners), and how the community changes the world. You will inspire our community through innovative storytelling and strengthen our brand identity both internally and externally. This is an exciting marketing and communications opportunity to drive impactful messaging across a variety of channels that support strategic growth, be a part of a generative advancement culture, and make intergenerational, multigenerational, and community impact.

Essential Responsibilities:

Storytelling & Communications

- **Innovative Leadership:** Lead creative projects from conception to execution, employing a start-up mentality of curiosity, adaptability, and innovation
- **Narrative Marketing Strategy:** Create, maintain, and evolve the overarching storytelling strategy that communicates UPSem's leadership, ambitions, and impact across all platforms
- **Story Finding:** Seek and summarize unique stories that embody UPSem's values and vision, ensuring our message resonates with key stakeholders—students, alumni, faculty, donors, and partners
- **Brand Identity & Messaging:** Play a critical role in shaping UPSem's brand identity to ensure consistency and clarity in all communications and external representations
- **Storytelling Assets:** Produce a wide array of communication materials, including web pages, case studies, social media content, videos, email copy, whitepapers, and presentations, ensuring alignment with our strategic goals and targeted audience
- **Community Collaboration:** Collaborate with faculty, alumni, students, and donors to uplift their stories, serving as a key ambassador for UPSem in local and national media
- **Content Development:** Design ongoing marketing and branding materials that support the Seminary's programs, and iterate on storytelling approaches to meet evolving audience needs
- **Cultural Competence:** Demonstrate humility and cultural understanding as a representative of UPSem inside the organization and beyond its borders

Team Leadership

- **Mentorship & Development:** Manage a Digital Marketing Specialist and mentor storytellers and tactical communicators, fostering a culture of creativity, execution, and professional growth
- **Team Collaboration:** Contribute to a diverse, inclusive team culture that prioritizes innovative communications practices and solutions
- **Strategic Oversight:** Ensure team alignment with organizational goals and maintain productive relationships across teams and external partners

Public Relations & Outreach

- **Media Strategy:** Develop and execute a media strategy to build relationships with journalists and outlets, ensuring UPSem's story is shared broadly and effectively
- **Outreach Strategy:** Develop and execute a comprehensive community outreach strategy that strengthens UPSem's presence and aligns with our mission and values.
- **Spokesperson Development:** Identify and train key spokespeople to represent UPSem publicly
- **Event Design & Execution:** Lead the planning, design, and execution of community events that elevate the Seminary's brand and foster engagement with key stakeholders.
- **Mission-Aligned Engagement:** Identify and create community outreach experiences that reflect UPSem's values, further enhancing our employer and customer brand by connecting with local and broader communities

Administration

- **Digital Presence:** Oversee UPSem's website, social media channels, and digital content to ensure they reflect our brand values and support our communication goals
- **Budget & Resource Management:** Manage the Communication and Marketing team budget and pursue funding opportunities to support storytelling initiatives
- **Other duties as assigned** by the Vice President for Advancement

Knowledge, Skills, and Abilities

- Familiarity and experience with a variety of digital tools and technologies used in communication including digital analytics tools
- Experience and excellence in managing projects in virtual spaces
- Proven commitments to seeking diverse perspectives through diverse backgrounds, with an ability to lead or participate in discussions that are considered inviting and safe
- Demonstrate exceptional interpersonal and communication skills, verbal and written, with an ability to relate to and win the trust of internal and external constituents (i.e. faculty, donors, partners, leaders, media, and team members at all levels)
- Self-motivated and dedication to keeping up to date professionally and technically, and applying new knowledge to the job
- Demonstrated ability to operate safely in the workplace
- Be knowledgeable or willing to learn donor-centered fundraising principles and best practices
- Be an excellent time manager, a good listener, a natural helper, attentive to details, and one who fosters a positive can-do culture
- Be a respected leader among colleagues, consummate collaborator willing and able to adapt to accomplish priorities
- A critical thinker who values the education formation of leaders for the church and the world
- Proven capability to keep confidentiality

Relationships:

- Serve as Supervisor of Digital Marketing Coordinator
- Collaborate with VP of Enrollment Management and Admissions Team
- Partner with VP of Strategy and Institutional Effectiveness along with Center and Innovations Leadership
- Team up with Advancement staff on events, mailings, email campaigns and other generative projects

Minimum Qualifications:

- 5+ years of experience in creative communications, corporate communications, storytelling, or similar.
- 3+ years of experience managing team members.
- A bachelor's degree from an accredited college or university, master's preferred.
- Proven experience in communications, marketing, or storytelling, with a focus on higher education, nonprofit, or faith-based organizations. Preferred familiarity with the Presbyterian Church (USA), Union Presbyterian Seminary, and theological education.
- Exceptional writing, editing, and presentation skills.
- Strong leadership and team management experience.
- Ability to manage multiple projects simultaneously in a fast-paced, dynamic environment.
- Deep understanding of branding, storytelling, and content strategy.
- Experience in media relations and public outreach.

Why UPSeM? At UPSeM, we are a vibrant community of scholars, leaders, and change-makers. Join us in telling the transformative story of faith, leadership, and the impact they inspire.

To apply, please submit your resume and a portfolio of storytelling work that demonstrates your ability to craft compelling narratives to Lee Hinson-Hasty, lee.hinson-hasty@upsem.edu.

Union Presbyterian Seminary is an equal opportunity employer.

Working Conditions and Status

This position is a full-time, in-person, exempt role situated on either the Richmond or Charlotte campus of Union Presbyterian Seminary. This position will require some occasional evening and weekend working hours, especially during events or travel as needed.

EMPLOYEE ACKNOWLEDGMENT

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Print	Signed	Date

March 2025