

Narrative Initiative Position Description

Position Title: Director of Strategy and Action

Location: Fully Remote, US based preferred

Reports to: Chief of Staff

Hours per week (average): 40 hours/week

Overtime Status: Exempt

Start Date: January 1, 2027

Position Summary

The Director of Strategy & Action leads Narrative Initiative's team of researchers and strategists, and is responsible for the quality, relevance and reach of the narrative strategy and campaigns we produce.

We are looking for a senior practitioner who reads the narrative landscape closely and knows what to do about it. Someone fluent in both qualitative and quantitative research, curious about message testing and distribution, and energized by experimentation — new formats, new media ecosystems, new ways of putting narrative into action and learning from what happens. The breadth of our partner base requires flexibility across issue areas, constituencies, and organizational contexts. Several projects will be live at once, at different stages, with different collaborators and timelines. We are looking for someone who can hold that complexity.

This role sits on the Management Team, reports to the Chief of Staff, and will shape the vision, structure, and staffing for this part of the organization.

Responsibilities and Tasks

Setting Narrative Strategy

- Lead the development of cross-cutting narrative strategy and frameworks that are well-researched, iterative and responsive for our partners and the communities of practice we support
- Scan the narrative landscape continuously to identify emerging threats, openings, and key campaigning opportunities, and translate that read into timely action
- Serve as a senior strategic thought partner to partner organizations, coalitions, and movement leaders alongside our Content Director and Executive Team

Lead Narrative Research and Strategy Work

- Oversee a research and strategy portfolio that draws on both qualitative and quantitative methods – including audience and message research, focus groups and interviews, polling and survey work, social listening, and content and media analysis
- Grow our message testing practice, and build feedback loops so that what we learn changes what we and our partners do next
- Deepen our team's understanding of distribution – how narratives travel, who carries them, and which channels and creators reach audiences we are not currently reaching – with the goal of meaningfully expanding our audience and reach
- Track and interpret shifts in new media ecosystems (creator economies, short-form video, podcasts, gaming and fandom spaces, emerging platforms, AI-shaped information environments) and assess what they mean for narrative practice
- Lead our researchers and strategists in translating rigorous research into guidance that non-researchers can act on

Design and Run Campaigns, Experiments, and Actions

- Lead the design and execution of narrative campaigns, experiments, and actions – from concept through launch, measurement, and debrief
- Collaborate closely with strategists, vendors and our Content Director to move strategy into produced work
- Manage multiple concurrent projects with competing timelines, contributors, and priorities, and keep quality consistent across all of them
- Feed campaign learnings back into the research portfolio and out to the field

Support Partners and Communities of Practice

- Deliver responsive, high-quality strategy support to partner organizations, working groups, and communities of practice
- Design, facilitate, and moderate peer learning spaces, workshops, and convenings that build the strategic and analytical capacity of narrative practitioners
- Develop accessible and engaging curricula and tools that embed narrative research and strategy into partners' programs, campaigns, and community engagement
- Represent Narrative Initiative in key coalitions, tables, and field spaces

Team Management and Organizational Leadership

- Build new systems and processes for this part of the organization so that research and strategy work are aligned and mutually reinforcing
- Manage, mentor, and develop a team of researchers and strategists – setting work plans, managing performance, and hiring additional roles as the work grows – along with consultants, research vendors, and contractors
- Support fundraising and grant-writing efforts related to research, strategy, and campaigns
- Contribute to overall organizational strategy and planning as a member of the Management Team

Education, Experience, Knowledge, Skills and Ability

- Seven years of senior leadership experience with management responsibilities
- Hands-on campaign experience
- Working fluency in qualitative and quantitative narrative research, and the judgment to know which questions call for which method
- Experience with message testing, audience research, and distribution strategy
- Proven experience building messaging strategies, architectures, and frameworks that hold up across a range of mediums and channels
- Genuine curiosity about narrative experiments and new media ecosystems, and a willingness to try things that might not work
- Movement building orientation and a clear understanding of what organizations working on narrative change actually need
- Exceptional written and verbal communication skills, with the presence to convey complex ideas credibly to audiences at every level – from community members to executive directors to funders
- A consultative approach to partnership that earns trust and holds up over long relationships
- Ability to advance multiple projects simultaneously with a high tolerance for change, pressure, and the unknown
- Degrees are welcome but not required; we weigh demonstrated experience over credentials

Application Instructions and Timeline

Applications will be reviewed on a rolling basis by our talent consultant, Movement Talent. Please submit your application by September 24, 2026 via the Movement Talent Opportunity Board application portal: <https://recruitcrm.io/apply/17879410761340060944kVf>

Applications must include the following:

- Cover letter (no more than 1 page)
- Resume or Curriculum Vitae

Application/Interview Process Overview (please note this timeline is subject to change):

- Initial conversations
- Interviews in October:
 - First interview
 - Compensated take-home assignment & Panel interview
 - Final In-person interview
- Jan 1, 2027: Start date

Hiring Statement

Narrative Initiative is a project of Global Impact, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. Narrative Initiative is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. Narrative Initiative's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

Compensation and Benefits

This position will pay an annual salary of \$ 130,000 - 150,000 and to be paid on a semi-monthly pay cycle.

Benefits:

Global Impact, the fiscal sponsor, on behalf of Narrative Initiative, provides all full-time regular employees a comprehensive benefits package that includes 100% employer-paid health, dental, and vision premiums for employees (and their families). In addition, Narrative Initiative will fund \$3,000 EE / \$6,000 FAM to an HRA or to an HSA for those employees who enroll in the HSAOAP medical plan. Employees may enroll in a 401k retirement plan and will be provided a 3% non-matching contribution for each pay period. Employees will receive 160 hours of vacation time, 72 hours of sick days and 12 paid holidays plus 4 optional holidays throughout the calendar year. Narrative Initiative closes its office at 3pm each Friday for Community Care Fridays. Employees are eligible for up to \$75 per month of cell phone bill reimbursement. Employees are also eligible for \$350 towards office equipment reimbursement and \$40 per month remote work benefit.
