



## **CHIEF MOMENTUM INSTIGATOR**

The WV Community Development Hub is looking for support to build momentum for #NewStoryWV (<https://newstorywv.org/>). #NewStoryWV is a call to the thousands of changemakers working on the ground today to begin collectively documenting their efforts on social media using the hashtag #NewStoryWV.

#NewStoryWV is an aspirational campaign with big ambitions, and the team at The Hub is in need of a driven, motivated person to support with propelling this idea forward while it is in its infancy. #NewStoryWV is one part galvanizing the support of West Virginians from all walks of life and one part social media storytelling campaign, and we need someone who has demonstrated interest and experience in both arenas for this role.

## **SCOPE OF WORK**

- Identifying new participants and gathering sign-ons to the [#NewStoryWV Pact](#)
- Identifying and supporting with sharing stories in line with vision for #NewStoryWV; including through active monitoring of hashtag
- Adding new participants into appropriate databases
- Generate a plan to encourage participation from pact signers plus support with executing plan
- Supporting with outreach to potential [storytelling workshop hosts](#)
- Supporting with outreach to [Media Allies](#)

## **QUALIFICATIONS**

- Demonstrated strong interpersonal and relationship-building skills are a must
- Experience with copywriting and content generation
- Experience working with email marketing platforms, knowledge of Mailchimp a plus
- Experience building and executing social media strategies across multiple platforms a plus

## **STIPEND + TIME FRAME / LOCATION**

We anticipate the work taking on average 15 hours per week for a period of three months (July - September) and are offering a stipend of \$1000-\$1500 per month (dependent upon experience). The Hub's main office is located in Charleston, but we are willing to work remotely dependent upon the candidate's experience.

## **HOW TO APPLY**

Please send a cover letter and resume to [e.pepper@wvhub.org](mailto:e.pepper@wvhub.org) by June 14, 2019. Your cover letter should include relevant experience, interest in this role and why you feel you are the best candidate. Applications should include "Chief Momentum Instigator" in the subject field.



**THE HUB**  
West Virginia  
Community Development Hub