

Job Description

Position: Brand Storytelling Coordinator

Reports to: Director of Communications

Company/Department: Travois,
Inc./Communications Team

Job Type/FLSA Status: Full time/Exempt

Location: Kansas City (preferred)

Position Summary

The Brand Storytelling Coordinator contributes to advancing the reputation of the Travois family of companies among external audiences, including current and potential clients, investors, the general public, and the media. Their role is to tell the story of Travois and our clients through digital and print communications, as well as in-person marketing opportunities such as industry conferences, project ribbon-cuttings, and photoshoots.

Positional Duties/Responsibilities

1. Assist in the development of strategies that effectively communicate Travois' mission, vision, and core values. This includes highlighting the positive impact of our clients using various channels to ensure that our message reaches stakeholders and promotes a stronger understanding of our services and benefits to new clients.
2. Create compelling content that conveys a cohesive brand story across all channels. This includes the management of digital content calendars to ensure timely and relevant content delivery across all channels. All content must be originally produced, not AI-generated, to reflect the unique stories of our clients and company. The content may include:
 - SEO-focused website copywriting
 - Email marketing campaigns
 - Press releases
 - Video and photo storytelling
 - Social media posts
 - Print marketing collateral
 - Request-for-proposal responses
3. Serve as a brand ambassador representing the company and its values in all communications and interactions. This includes traveling to project groundbreakings and ribbon-cutting ceremonies to capture photos, videos, interviews, and other documentation that highlight our clients' accomplishments and Travois' role in helping them achieve their milestones. Additionally, it involves attending industry conferences to promote Travois services and build relationships with potential new clients.

4. Perform other duties as assigned.

Travois Core Competencies

1. Keep management informed about any issues affecting the organization or their responsibilities.
2. Engage in continuous learning opportunities and seek independent solutions.
3. Manage and properly respond to internal and external correspondence through excellent oral and written communication skills.
4. Seek, receive, and apply feedback to improve performance.
5. Promote a culture of service.
6. Promote cooperation and effective relationships.
7. Promote an inclusive, welcoming, and diverse climate.
8. Exhibit resourcefulness, independent action, and professional judgment that is position-appropriate.
9. Act responsibly and take ownership of own behavior, actions, and decisions.

Minimum Requirements, Abilities and Expectations

Education requirements:

- Bachelor's degree in journalism, public relations, communications, marketing, English, or a related field
- Candidates with foundational experience in communications and an eagerness to learn and grow professionally are encouraged to apply

Position-specific requirements:

- Proficiency in marketing copywriting, including email marketing, press releases, website content, and print marketing collateral, without the use of AI.
- Basic knowledge of Adobe Creative Suite programs, specifically InDesign and Premiere. Proficiency with Microsoft Word, Excel, PowerPoint, Outlook, and Internet applications.
- Experience creating and uploading social media content for platforms, including Facebook, Instagram, YouTube, Vimeo, and LinkedIn.
- Strong oral and written communication skills; able to handle technical subject matter and speak knowledgeably with sales leads and project partners.
- Knowledge of public relations principles to attract media attention.
- Ability to recognize and respond effectively to the needs of internal and external clients.
- Basic understanding of website HTML and content management systems.

Travel requirements:

- Typically, travel is one trip per month for two to three days, though additional trips may be required at times.
- Attend the Travois Annual Conference, which typically requires five days of travel
- Travel may be required on short notice, but generally, trips will be planned in advance.

General requirements:

- Must have the ability to problem-solve and think independently.
- Demonstrated ability to develop and maintain effective ongoing relationships.
- Strong planning, organizational, and time management skills.
- Professional integrity and sense of responsibility and accountability.
- Ability to produce original text without the use of AI
- Proficient with Microsoft Office, Adobe Acrobat, Internet applications, Salesforce, Asana, Prezi, and/or related software.

Physical requirements:

- Ability to sit or stand at a desk working for extended periods during the workday
- Ability to communicate verbally, in person, and by telephone, with colleagues and customers in the office and around the country
- Ability to use a computer and communicate via the internet with colleagues and customers in the office and around the country
- Ability to travel by airplane and drive a car to work or client sites
- Ability to walk around client sites or construction sites
- Ability to lift and carry materials up to 25 lbs. for conferences and training events

Please note: We will provide reasonable accommodations to qualified individuals with disabilities to ensure they can perform the essential functions of the job.

Mission, Vision and Values

Our mission is to help our clients create communities where every family has a safe home and every person has a good job.

See our Mission, Vision and Values here: <https://travois.com/about-us/our-story/>

Travois is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our workforce. Our employees are offered competitive compensation, health and welfare benefits, paid time off, and professional development opportunities.

The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills that may be required. Management has the right to add or change duties at any time. This job description supersedes all prior job descriptions for this position as well as rescinding all past and present job descriptions that do not reflect the current requirements of this position.

My signature below indicates I understand and acknowledge my job description:

Name

Date