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# UNITED WAY OF NORTHERN NEW JERSEY

## Freelancer Writer/Storyteller

### About United Way Northern New Jersey

United Way of Northern New Jersey is seeking a Freelancer Writer/ Storyteller to support its work to achieve racial and financial equity for those individuals and families struggling to make ends meet, including ALICE® (Asset Limited, Income Constrained, Employed) and those in poverty.

United Way of Northern New Jersey is one of 1,800 United Ways around the world. Each United Way is an independent entity that serves a specific community. This United Way serves a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties.

United Way raises funds and invests in solutions that positively impact the people in our community. We're investing in ALICE's future in the workplace, at home, and across the community.

### Broad Role Function/Purpose

United In Care, an innovative and rapidly growing pilot program, seeks to increase access to quality, affordable, and flexible childcare for all New Jersey families, beginning with those living paycheck to paycheck, called ALICE® (Asset Limited, Income Constrained, Employed). This role is responsible for creating and producing consistent, compelling stories for public relations, web, fundraising efforts, and marketing materials for all aspects of the United In Care project. All materials are expected to be professionally organized and executed, thereby properly showcasing the brand and the program to our target audiences. This position must have an intuitive grasp of basic journalistic storytelling with the ability to tell these stories through both written and video means.

### Responsibilities & Essential Functions

- With the help of United In Care's marketing and program team, brainstorm and develop several overarching story topics and angles that highlight all program stakeholders, including child care providers, parents, children, and other program partners.
- Schedule, manage and execute interview preparation for each subject.
- Schedule manage and execute phone, video conferencing, and in person interviews with subjects.
- Project manage several stories simultaneously.
- Craft compelling stories and testimonials in short and long form

### Other Responsibilities

Other projects and responsibilities as assigned.

### Qualifications:

- At least five years of communications, journalism, public relations or a related field marketing and communications work experience
- Proven track record of producing high-quality stories in a variety of media
- Passion for writing combined with exceptional and demonstrated writing skills



[UnitedWayNNJ.org](http://UnitedWayNNJ.org) | [@UnitedWayNNJ](https://www.instagram.com/UnitedWayNNJ)

This job is intended to provide a summary of the broad functional and primary responsibilities of the position. It is not all inclusive. It is subject to change including new responsibilities, removal of responsibilities, changes in reporting relationship, and other revision at management's sole discretion at any time.



United Way  
of Northern New Jersey

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- Creative storyteller
  - Undergraduate degree in marketing, communications, or journalism (video or print)
  - Ability to innovate, brainstorm and develop ideas collaboratively and manage projects independently while also taking direction from the team
  - Flexible schedule
  - Outstanding eye for detail and time management skills
  - Ability to prioritize for timely execution of multiple projects simultaneously
  - Ability to maintain confidentiality

**Job Type:**

Freelance work

**Compensation:**

- \$50 per hour

**Work Environment:**

- This job function uses standard office equipment, such as computers, phones, printers and photocopiers
- A combination of remote and onsite work

**Submit resume and cover letter to:**

[Laura.Bruno@UnitedWayNNJ.org](mailto:Laura.Bruno@UnitedWayNNJ.org)



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