



POSITION:

Story Strategist

Open Book is a team of passionate people serving in the intersection of strategic consulting and creative making. We are looking to hire a Story Strategist who will play a pivotal role in advancing the mission of both Open Book and our clients by conceiving creative concepts, language, and strategy in service of story. You will serve as a key member of the Creative Team and interface directly with clients in thought partnership. You will be relied on for your ability to listen and distill information, see possibility, build from scratch, and communicate with clarity and imagination.

LOCATION :
Minneapolis, MNEMPLOYMENT TYPE :
Full-Time

PRIMARY DUTIES INCLUDE :

→ Story + Brand Strategy:

- Engage stakeholders through interviews and work sessions in order to obtain insights that lead to a deep understanding of an organization, its brand, its culture, and its distinctives
- Identify possibilities, challenges, and inconsistencies surrounding clients; strategize how to solve for them using both intelligence and blank-slate imagination
- Step into novel situations and “rise above” to maintain a bigger picture perspective on complex client relationships or projects in order to determine strategy and execute next steps
- Identify, imagine, and build story concepts for diverse clients in disparate contexts; offer vision and creative solutions for how to tell a simple and profound story that moves people
- Develop and connect a consistent brand narrative across platforms and media without “losing the scent”

→ Writing + Content Development:

- Conceive and create compelling language that captures the heart of a client’s brand and invites people into their story
- Give voice to the vision and animating ideas of an organization through clear, beautiful writing that clients recognize themselves in
- Collaborate with the creative team to write and execute branded content across multiple platforms and media; this may include writing web and print copy, event speeches, video scripts, and more
 - Be able to write *from* the unique voice of diverse speakers and client organizations
 - Be able to customize messaging *to* diverse audiences and contexts
- Package information (presentations, memos, strategy documents) and orchestrate solutions for dynamic branded storytelling to create content that points a way forward

DESIRED SKILLS, MINDSET, + ABILITIES :

- Creative visionary who sees possibility and can move toward it
- Strategic thinker; determines next steps with the end in mind
- Strong collaborator and natural relationship-builder
- Recognizes themes + patterns in relationships and projects
- Presents self with professionalism and emotional intelligence
- Initiates brainstorming with diverse types of people
- Skilled writer; demonstrates creativity and intelligence with a rich vocabulary and mastery of grammar
- Exhibits good taste in creative work
- Able to forge paths forward in the face of ambiguity

OUR CULTURE :

We are a close-knit team motivated by mission—both our own (to help organizations invite people into their stories) and those of the clients we serve. Our ideal team member:

- Is mission-driven and passionate about being a generous partner with our creative team and clients
- Is curious, interested in ideas, and enjoys robust dialogue to hone a perspective
- Thrives in a highly collaborative, fast-moving environment
- Craves feedback, iteration, and constant learning
- Works efficiently and successfully under pressure
- Loves a good GIF and a witty retort

The Daily Goals of Team Open Book are: 1. Help someone. 2. Learn something. 3. Do good work. 4. Be grateful. 5. Remember joy.



If you are interested in this position, please send your resume, and writing samples or descriptions of relevant work, along with a cover letter about yourself why you’re interested in this position. Please send all materials to openings@teamopenbook.com.