STRONG TOWNS

Story Producer

Job Description

Strong Towns, a nationally recognized nonprofit organization, is seeking a dynamic individual to boost our video production efforts, producing stories and scripts that amplify our message to reach audiences on YouTube.

The mission of Strong Towns is to replace America's postwar pattern of development, the Suburban Experiment, with a pattern of development that is financially strong and resilient. We advocate for cities of all sizes to be safe, livable and inviting. We work to elevate local government to be the highest level of collaboration for people working together in a place, not merely the lowest level in a hierarchy of governments.

Our goals are wildly ambitious, but we've made meaningful progress:

- Our media site has reached more than 2 million people and is shaping the national conversation on growth, development and the future of cities.
- Strong Towns YouTube published over 200 short videos on its social media last year, garnering over 12 million views. We cover everything from neighborhood revitalization to fighting harmful freeways to increasing housing, and more.
- More than 5,000 people across the world financially support Strong Towns as members, including at least one person in each U.S. state.
- Each day, we witness Strong Towns advocates step up and do extraordinary things to make their places more prosperous.

We need someone to support our video efforts, helping the Strong Towns team create engaging and retention-focused video content. This could be you if you match the following qualifications:

- You have a strong understanding of internet-native entertainment, creators, social platforms (YouTube specifically), and audience behavior.
- You're passionate about writing and telling stories. You have an ability to take complicated ideas and turn them into narratives that people can quickly understand and care about.
- You are organized and diligent. You work well on your own (this is a remote position), meet deadlines, and communicate your progress with team members.
- You are motivated to be part of a nonpartisan nonprofit that works across political, social and cultural differences to help people make their cities and towns more economically resilient.

Location and Work Environment

This is a remote position open to anyone in the U.S. or Canada. Our team collaborates digitally from locations around the country. We have in-person team retreats 2–3 times per year, and this position may also be asked to attend up to 12 video shoots throughout 2027 (all travel expenses are covered). We are an equal opportunity, family-friendly organization. Our work is rewarding and our organization is making a difference.

Duties

The Story Producer is responsible for developing the stories behind Strong Towns' videos. This role turns Strong Towns ideas, research, people, and real-world examples into compelling video narratives designed to engage a broad YouTube audience.

The Story Producer conducts the research and writing process for long-form videos, developing concepts into beat sheets, interview questions, and scripts engineered for retention. Working closely with the Supervising Producer/Video Strategist and subject-matter experts across Strong Towns, this role ensures each video has a clear premise, strong narrative structure, compelling stakes, and an accessible way of communicating Strong Towns ideas.

- **Develop Long-Form Video Stories.** Turn video concepts and Strong Towns ideas into compelling narratives for YouTube. Identify the central premise, characters, stakes, tension, examples, and story structure that will carry each video from beginning to end.
- **Research and Build Beat Sheets.** Conduct research for long-form video projects, including identifying relevant data, examples, locations, people, historical context, and Strong Towns source material. Translate that research into detailed beat sheets that establish the narrative structure and guide interviews, filming, and editing. Watch recorded interviews, identify the strongest material, and revise beat sheets into a practical editing guide.
- **Write and Develop Scripts.** Write and revise scripts, narration, hooks, interview questions, and other story material for Strong Towns videos. Translate complex Strong Towns ideas into clear, conversational storytelling that is engineered to grow our YouTube audience.
- **Develop Interviews and Story Material.** Identify what information, characters, interviews, scenes, and supporting material are needed to tell each story. Prepare interview questions and collaborate with subject-matter experts to capture the material necessary to build the final narrative.
- **Collaborate on YouTube Story Development.** Work closely with the Supervising Producer/Video Strategist to develop video concepts, strengthen hooks and narrative structure, and ensure the story delivers on the video's title, thumbnail, and core promise to the viewer.
- **Attend Video Shoots.** Travel to multiple video shoots a year to direct interviews with experts and ensure the story you developed is captured on film.

Compensation

This is a full-time position with a starting salary of $50,000–$65,000 annually, depending on experience. In addition, Strong Towns offers a comprehensive benefits package that includes a 401(k) retirement plan with employer matching contributions, an employer-funded healthcare reimbursement plan (QSEHRA) to help cover health insurance premiums and eligible medical expenses, paid time off (PTO), paid parental leave, and an office and equipment stipend.

To Apply

If you are interested in this position, please fill out this form to apply.

Only applications submitted through this form will be accepted. Please do not send us a resume or cover letter. Applications are due by **4:00 p.m. CT on November 30**.

Hiring Timeline

We encourage you to visit strongtowns.org/employment to learn more about our unique hiring process.

- **November 24 at 3 p.m. CT:** Zoom briefing and Q&A on this role. Sign up here. (Even if you cannot attend, we encourage you to submit your questions and register on the form. We will email out the recording afterward.)
- **November 30 at 4 p.m. CT:** Round 1 Questionnaires due.
- **December 3:** Select candidates invited to complete Round 2 Questionnaire.
- **December 10 at 11:59 p.m. CT:** Round 2 Questionnaires due.
- **December 14–16:** Interviews with select candidates.

Commitment to Inclusion

Jane Jacobs described cities as co-creations. We agree with her when she wrote that "cities have the capability of providing something for everybody, only because, and only when, they are created by everybody." A strong town can only be created by everybody.

To that end, we strive to ensure that everyone can witness, within the Strong Towns movement and message, a meaningful part of themselves and their experiences. As an organization, we make a concerted effort to expand the diversity of our movement (racial, geographic, political, economic, gender, ability, religion, etc.) so our understanding can be informed by the full spectrum of American life. We warmly encourage anyone who would bring a new background and perspective to our organization to apply for this role.