



CAREER OPPORTUNITY

Digital Storyteller

(Remote)

Are you a creative storyteller ready to help progressive campaigns reach new audiences? Action CoLab is hiring a full-time **Digital Storyteller** to create compelling multimedia content to reach and engage people across the political spectrum who are fed up with rising costs, wealth inequality, and corporate greed. In this role, you'll translate audience research and narrative insights into shareable content that informs, engages, and inspires people to take action for a more just and equitable future.

ABOUT US

Action CoLab brings people and movements together across differences to strengthen progressive power in Canada, counter the divisions stoked by political and corporate elites – and help our movements win.

Through research, strategic insights, and creative digital storytelling, we help organizations connect with audiences beyond their existing reach, engage communities outside the already-converted, and build the alliances needed to advance a progressive agenda.

POSITION SUMMARY

As a Digital Storyteller at Action CoLab, you seamlessly combine social media copy, video, and graphic design to create digital content that advances progressive causes beyond the usual choir. You'll produce a dynamic mix of short- and long-form content—including memes, videos, graphics, and written copy—tailored for both our in-house platforms and partner campaigns.

From concept development through publication, your work will translate our communications research and narrative insights into engaging, shareable content that connects with diverse audiences, sparks curiosity, inspires action – and strengthens the reach of progressive ideas.

If you want to use your creativity for good and thrive in a collaborative environment where creativity and strategic thinking go hand in hand, we'd love to hear from you.

WHAT YOU WILL DO

- o Create compelling multimedia stories—video, photography, graphic design, and written copy—that inform and engage diverse audiences and help amplify progressive ideas beyond the already-converted.
- o Translate complex social and political issues into clear, emotionally resonant narratives that spark curiosity, deepen understanding, and motivate people to take action.
- o Use our audience research and messaging insights to reach particular demographics in ways that reflect their values, lived experiences, and motivations—and move people through a meaningful ladder of engagement.
- o Collaborate closely with the communications and campaigns teams to research topics, pitch ideas, workshop messaging, and co-create persuasive, story-led content strategies.
- o Independently manage the content creation process—from concept to publication—while staying aligned with campaign goals and strategic direction.
- o Produce content for partner campaigns, tailoring content for different audiences to ensure relevance, clarity, and accessibility.
- o Schedule and publish content across multiple digital platforms, engage with audiences in real time, and use analytics to refine and evolve storytelling tactics.

WHAT WE'RE LOOKING FOR

- o A strategic storyteller who understands how to shape narratives that meet people where they're at — to drive engagement, inspire action, and support broader campaign goals.
- o Demonstrated experience creating multimedia content across digital platforms—especially social media—using tools such as Canva, CapCut, and Adobe Creative Suite.
- o A strong grasp of audience segmentation and the ability to tailor story formats, tones, and visuals to connect with communities and demographics across the political spectrum
- o Excellent editorial and interviewing skills: able to surface powerful stories, craft clear and persuasive copy, and refine content based on thoughtful feedback.
- o A knack for drafting messages that resonate beyond traditionally progressive audiences, including rural, working-class, and ideologically diverse communities.
- o Experience with door-knocking/canvassing is an asset.

WHAT WE OFFER

- ⇒ Salary of \$60,000 – \$65,000 per year, depending on skills and experience.
- ⇒ Robust health, wellness and remote work allowances.
- ⇒ Generous paid time off program and an employer-paid medical, dental and extended health benefits plan.

If you are a purpose-driven creative with a passion for supporting meaningful causes, we can't wait to see your work. Show us your best stuff—whether it's video, visuals, or campaigns you're proud of.

Please respond by email to: juhi@actioncolab.ca with your resume, brief cover letter, and link to a portfolio to help us understand why you're a great fit for this role. The deadline to apply is rolling until the position is filled.

Action CoLab is an equal opportunity employer. We strongly encourage applications from Indigenous Peoples, Black and racialized persons, women, persons with disabilities, people of diverse sexual and gender identities, and others from equity-deserving communities. Should you require any accommodation in order to participate, please do not hesitate to reach out.