

**Job Title:**

**HouArts in Action Effective Storytelling Working Group Lead** *(1-Year Contract)*

**Location:**

Greater Houston Area *(Hybrid: Remote + In-Person Meetings)*

**Reports To:**

HouArts in Action Working Groups Coordinator

**Contract Term:**

August 2025 – July 2026

**Compensation:**

\$24,000 (1-year, part-time, contract position)

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**About HouArts in Action**

HouArts in Action is a collaborative, region-wide initiative designed to strengthen Greater Houston's arts and culture sector through strategic advocacy, expanded partnerships, and unified messaging. Building on work by Houston's seven state-designated Cultural Districts and a sector-wide Task Force, this effort aims to put arts on the agenda. We are mobilizing ambassadors from across the ecosystem to communicate arts and culture as an essential driver of the region's economic growth, community vitality, and civic identity.

Through a community-driven process, the Greater Houston arts and culture sector came together to craft a platform and strategy to champion the arts. This platform identifies four key areas of focus: Public Funding, Vibrant Spaces, Economic Opportunity, and Effective Storytelling. Learn about the process and focus areas at [houarts.org](http://houarts.org).

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**Position Summary**

To drive the HouArts in Action platform forward, working groups will be created to support each platform focus area. The Effective Storytelling Working Group Lead will guide and facilitate the HouArts in Action Effective Storytelling Working Group. Those who are tapped into the arts and cultural ecosystem of the city see Houston as

brimming with cultural assets. But many residents and visitors lack of awareness of this richness. The Effective Storytelling Working Group will work to change this perception, facilitating a partnership between the sector and the entities responsible for promoting and advertising Houston to visitors and businesses. This working group focuses on:

- Elevating the visibility of Houston's arts and culture ecosystem
- Shaping powerful narratives that reflect the region's diversity and creativity
- Coordinating strategies to influence public perception and investment

The group's work is aligned with the HouArts in Action community-developed goal of: Amplifying Greater Houston's cultural narrative locally and globally, transforming how residents, visitors, and businesses perceive our creative landscape.

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## **Key Responsibilities**

### **Lead the Effective Storytelling Working Group**

- Host a minimum of four working group meetings per year to develop and implement a group action plan
- Host a monthly meet-up or discussion group on the topic of Effective Storytelling
- Advance HouArts in Action's key Effective Storytelling strategies:
  - Collaborate with city leaders to facilitate the growth of leisure and cultural tourism as a way of attracting and extending stays of visitors.
  - Package and highlight the stories that make Houston's arts and culture scene unique and diverse.
  - Explore creative messaging channels, including documentary, influencers, and other non-traditional advertising approaches.
  - Partner with VisitHouston to identify events and narratives to drive visitors to Houston for its arts and culture offerings.

### **Participate in HouArts in Action Governance**

- Attend monthly HouArts in Action Task Force meeting
- Report regularly to the HouArts Working Groups Coordinator
- Ensure clear communication and coordination with other working groups

### **Support Events and Public Engagement**

- Serve on the planning committee for the October 2025 State of the Arts event

- Contribute to the visibility and impact of advocacy campaigns and policy efforts
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### **Preferred Qualifications**

- Experience in marketing, branding, journalism, media strategy, or arts communications
- Strong storytelling instincts with a passion for cultural advocacy
- Familiarity with Greater Houston's creative communities and media landscape
- Proven ability to lead and convene diverse stakeholder groups
- Excellent communication and facilitation skills
- Ability to work independently and collaboratively in a regional, multi-partner environment
- Commitment to advancing equity and sustainability in the arts sector

We understand that not all strong candidates will meet every listed qualification. If you are enthusiastic about this opportunity and believe you bring relevant skills or experience, we encourage you to apply. We value diverse backgrounds and perspectives and look forward to learning how you can contribute to this work.

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### **Contract Details**

- Part-time, contracted position (independent contractor status)
  - Paid monthly
  - Flexible schedule; must attend scheduled meetings
  - Contractor provides their own workspace and equipment
  - Responsible for personal tax reporting
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### **How to Apply**

Submit your cover letter and resume to [hello@houarts.org](mailto:hello@houarts.org) by July 14, 2025. Please include "Effective Storytelling Working Group Lead Application" in the subject line.