



REVEALING HOPE
RESTORING LIFE

Role Title & Details

Role Title: Digital Storyteller

Team / Capacity: Communications

Reports to: Communications Lead

Location: Remote (Australia wide)

Employment Type: Volunteer Part Time

Date Prepared: 30 April 2026

Role Identity Statement

This role exists to amplify and advocate for our mission's global reach by using immersive video narratives to engage digital communities in life-changing humanitarian work. The Digital Storyteller connects followers to purpose by producing compelling visual stories of resilience, ensuring our core message of hope is effectively captured to mobilise support for vulnerable populations.

Theological & Cultural Posture (Heart of the Leader)

- Leads from a deep, abiding relationship with God
 - Demonstrates compassion and a heart for justice and dignity
 - Values people and community engagement
 - Builds unity across diverse groups and settings
 - Leads with humility, initiative, and faith
-

Purpose of the Role

To expand and elevate our digital reach by producing high-impact video content that drives awareness campaigns and effectively communicates our humanitarian aid, water, and disaster response efforts for global impact.

Strategic Alignment (5-Year Direction)

- Position the organisation as a leading digital authority for authentic video storytelling on medical missions, water projects and disaster response.
 - Build a self-sustaining online community that converts viewers into volunteers/missionaries or GAIN Ambassadors through powerful visual testimony.
 - Scale our digital footprint across video-first platforms to inspire and engage the next generation of global citizens.
-

Primary Contribution (2-3 Years)

- Execute integrated video campaigns that drive measurable growth in funding for humanitarian aid, clean water and emergency relief efforts.
 - Standardise video production workflows to ensure field stories are shared consistently and professionally across all channels.
 - Form strategic digital partnerships with creators and mission-aligned organisations to amplify our reach and impact.
-

Key Responsibilities

1. Video Strategy & Production

- Assist in planning, filming, and editing short-form and long-form video content for digital platforms.
- Source and repurpose raw footage, photos, and updates from project reports and internal libraries into cohesive narratives.
- Stay up to date with digital video trends and emerging storytelling techniques relevant to non-profit engagement.

2. Narrative Engagement & Archive

- Maintain the digital media library to ensure field stories are organised and accessible for ongoing campaigns.
- Ensure all visual content promotes the dignity of those we serve while adhering to humanitarian storytelling ethics.

3. Collaboration & Innovation

- Partner with the Communications Lead to align visual messaging with current campaigns and events.
 - Suggest creative video concepts to grow digital reach and deepen mission impact.
-

Leadership Framework Expression

Heart of the Leader: CHARACTER (Heart)

Actively growing in your love for God by:

- Spending regular time with God
- Demonstrating compassion and care in all interactions
- Serving others with humility and purpose

Expressing God's love for others by:

- Creating welcoming and inclusive environments
- Encouraging and valuing volunteers
- Promoting dignity for women and girls globally

Coach – Supports and encourages the online community to advocate for our mission with confidence through videos

Direction Setter – Brings clarity and structure to visual campaigns and storytelling workflows

Change Agent – Expands global engagement and digital impact of our humanitarian initiatives

Spokesperson – Shares the vision and global impact of GAIN Australia with passion through digital media

Measures of Fruitfulness (2-3 Years)

- Growth in video views, watch time, and narrative engagement across all core platforms.
 - Consistent delivery of high-quality video storytelling that documents the impact of water and disaster projects.
 - Measurable rise in brand awareness and organisational reach through viral or highly-shared visual content.
-

Nature of the Appointment

- Volunteer role (approx. 5 hours per week)
 - Remote (Australia wide)
 - Combination of digital coordination, community relationship-building, and hands-on storytelling from the field
 - Requires strategic initiative, video editing proficiency, and a heart for mobilising communities through visual media
-

Support & Training

- Initial orientation and onboarding covering brand voice, digital ethics, and humanitarian storytelling
 - Ongoing strategic support from the team to align video content with active field projects
 - Access to media libraries and digital tools for effective campaign management and community engagement
-

Review Rhythm

This role will be reviewed regularly in alignment with project growth and team support needs, ensuring ongoing effectiveness and development.