



Director of Storytelling: Executive Producer

CityGate Storytelling Initiative

Job Description

(December 2025)

JOB PURPOSE

The mission of Denver Institute is to prepare people to serve God and others in their daily work so that workplaces and cities are transformed.

The Director of Storytelling is a senior creative leadership role for the CityGate Storytelling Initiative, a five-year, Lilly Endowment–funded effort to identify, produce, and disseminate compelling stories of Christian faithfulness at work across the United States.

This role serves as the *creative steward and primary story decider* for the initiative. The Director of Storytelling is responsible for shaping and guarding the overall **story world** of the project—ensuring that the 250 stories produced over five years are theologically faithful, narratively compelling, culturally credible, and oriented toward spiritual and vocational transformation.

The Director of Storytelling functions as an executive producer/story producer hybrid: accountable for narrative vision, story selection, quality standards, and coherence across media formats, while partnering closely with a Production Manager who leads execution, timelines, and logistics.

This position reports to the VP of Advancement, who is responsible for the overall success of the Storytelling Initiative. This position does not have any direct management responsibilities but will work closely with and oversee work done by the CityGate National Storytelling Initiative Production Manager, contractors, editors, videographers, and/or project partners associated with the Storytelling Initiative.

[Learn more about the CityGate Storytelling Initiative: Parables for Transformation through Work.](#)

PRIMARY RESPONSIBILITIES

NARRATIVE VISION & STORY WORLD STEWARDSHIP (25%)

Responsible for stewarding the long-arc narrative vision of the CityGate Storytelling Initiative.

- Articulate and guard the overarching *story world* (framework, brand, and themes) that unifies all produced stories.
- Ensure all stories reflect the initiative's parable-shaped theory of change—open-ended, imaginative, accessible, and oriented toward transformation rather than inspiration alone.
- Maintain theological integrity and narrative coherence across all story formats and contexts.
- Identify and mitigate common storytelling failure modes (e.g., hero worship, abstraction, moralism, or excessive distance between audience and subject).
- Align story content with brand voice, theological commitments, and intended audience impact.

STORY SELECTION, DISCERNMENT & QUALITY CONTROL (25%)

Responsible for deciding which stories move forward and ensuring excellence at scale.

- Design, refine, and apply a clear **Story Evaluation Rubric** for assessing all story submissions.
- Serve as the primary *story decider* for the initiative, reviewing submissions from CityGate organizations.
- Evaluate stories using story one-sheets, interviews, background research, and theological reflection.
- Decide which stories advance, which require reshaping, and which are declined.
- Ensure balanced representation across industry, geography, role, agency level, gender, and ethnicity using the approved Story Matrix.
- Provide narrative direction to elevate promising stories into excellent ones.
- Ensure that every story captures both *shalom* (God's intent) and *unshalom* (brokenness) in the workplace, as described in the proposal.

CREATIVE DIRECTION & PRODUCTION PARTNERSHIP (20%)

Responsible for translating story vision into production-ready creative direction.

- Partner closely with the Production Manager to align story vision with production planning.
- Help determine the appropriate medium for each story (film, podcast, live event, written).
- Identify, vet, and guide external creatives (filmmakers, writers, editors, designers).
- Develop story briefs and creative guardrails for contractors prior to production.
- Review drafts, cuts, and edits to ensure narrative integrity, quality standards, and theological fidelity.
- Ensure production decisions serve the story's formative purpose, not merely aesthetic polish.

STORYTELLING TRAINING & CAPACITY BUILDING (20%)

Responsible for equipping CityGate leaders to identify and tell compelling stories in their own contexts.

- Play a leadership role in the annual storytelling training for CityGate organization leaders.
- Develop repeatable tools, frameworks, and examples that enable leaders to identify strong stories.

- Train leaders in the use of the Story Evaluation Rubric, story one-sheet process, and core narrative principles.
- Cultivate a national culture of storytelling that extends beyond centralized production.
- Partner with the VP of Formation and CityGate Cultivator to integrate storytelling into existing programming.

STRATEGIC COLLABORATION, GRANT & INITIATIVE LEADERSHIP (10%)

Responsible for contributing to the overall health and success of the Storytelling Initiative.

- Collaborate with the VP of Advancement on grant reporting related to story progress, quality, and impact.
- Support evaluation efforts by providing narrative insight and qualitative assessments.
- Participate in advisory groups and strategic planning related to storytelling.
- Represent the initiative publicly, as appropriate, through presentations, trainings, or vision-casting.

These statements are intended to describe the general nature and level of work being performed, and are not to be construed as an exhaustive list of duties and requirements. Additional duties may be assigned from time to time as deemed appropriate and/or necessary.

SHARED EXPECTATIONS

Represent the vision and guiding principles of Denver Institute in all communications, processes, and internal and external meetings, especially with contractors, vendors, and providers.

- Fluidly articulate the vision, mission, strategies, and guiding principles of Denver Institute in all communications (emails, phone calls, newsletters, social media)
- Ability to adopt the voice and tone of Denver Institute and CityGate when needed in multiple mediums (websites, emails, phone calls)

Participate and add value to staff culture.

- Actively participate in our meeting matrix, leading meetings when assigned
- Practice Rule of Life with fidelity including daily prayer, volunteer hours, & silence and solitude
- Timely and thorough communication via Slack, email, asana, document review, and all other methods
- Active participation in the annual staff retreat
- Commit to the Denver Institute Statement of Faith and Kingdom Living Policy outlined in our [Personnel Policy Manual](#), section I, D and III, A, respectively.

KNOWLEDGE, SKILLS, ABILITIES, EDUCATION

Applicants must be authorized to work in the United States.

EDUCATION & EXPERIENCE

Bachelor's degree or equivalent experience in storytelling, media, communications, or a related field, **and** at least 5 years of relevant experience

OR

10+ years of relevant professional experience in storytelling, creative leadership, media production, or editorial direction.

KNOWLEDGE & SKILLS

- Demonstrated excellence in evaluating and shaping stories across media formats.
- Strong narrative judgment and creative discernment.
- Experience working with filmmakers, producers, writers, and creative agencies.
- Ability to integrate theological depth with everyday vocational contexts.
- Strong relational and collaboration skills.
- Comfort making difficult decisions about quality and fit.
- Proficiency with common digital collaboration and project management tools.
- Willingness to thoughtfully use AI tools where appropriate.

SHARED COMPETENCIES

The following is a list of character qualities and work competencies that describe the mindsets, abilities, and approaches to work that are essential to successfully achieving the mission of the organization and must be exhibited by all Denver Institute staff members.

1. **Faith & Mission:** Demonstrate a deep commitment to Jesus Christ and the mission of Denver Institute.
2. **Relational:** See colleagues and constituents as bearers of the image of God and align actions with that knowledge; establish and maintain positive working relationships internally and externally.
3. **Adaptability & Flexibility:** Adapt to changes from inside and outside the organization while remaining focused on goals and remaining personable & relational.
4. **Teamwork:** Engages the team by communicating clearly, collaborating flexibly, and proactively solving problems.

ROLE-SPECIFIC COMPETENCIES

The following is a list of character qualities and work competencies that are essential for success in this particular role.

1. **Collaboration:** Works effectively with internal teams, external stakeholders, and/or individuals to achieve shared goals and advance the mission of Denver Institute.

2. **Technical Skills & Knowledge:** Proficient in the most important technical skills, knowledge, and industry best practices required by the responsibilities listed above
3. **Strategic:** Clearly sees the big picture and aligns strategies, objectives, and resources under that vision by having a detailed orientation.
4. **Narrative Discernment:** Ability to identify which stories matter and why; skillfully develops stories that are theologically faithful, narratively compelling, culturally credible, and oriented toward spiritual and vocational transformation.
5. **Theological Acumen:** Create formative content and teaching that brings vocational theology to life across diverse cultural and work contexts.

ADDITIONAL INFORMATION

WORK LOCATION

This position is required to be based in the Front Range of Colorado. For candidates who do not currently reside in this area, we are open to a discussion about relocation timeline and cost.

WORK ENVIRONMENT

This is a hybrid job and operates both in a professional in-person office environment and virtual spaces. This role routinely uses standard office equipment and requires frequent in-person connections with people.

PHYSICAL DEMANDS

The employee is required to stand, walk, use hands and fingers, and reach with hands and arms. The employee will be required to lift and/or move up to 30 pounds in order to set up for events.

POSITION TYPE/EXPECTED WORK HOURS

This is a full-time exempt position and requires 40 hours per week. Normal working hours are M-F, 8:00am-5:00pm. Some work events happen at night and on weekends. All employees work from the office Tuesday and Thursday. Work hours and location may be temporarily flexible with approval from the VP of Advancement.

TRAVEL

This position will include periodic travel to CityGate locations as needed and to conferences or training that are associated with this position.

COMPENSATION & BENEFITS

COMPENSATION

- This position is a full-time position with a salary range of \$80,000-\$100,000 based on experience.

FLEXIBILITY

- Hybrid work schedule: in-person at the Denver Institute office on Tuesdays and Thursdays, virtual on Mondays, Wednesdays, and Fridays (adjustments to this schedule may occur based on Denver Institute programming and other needs)
- 15 paid holidays per calendar year (all federal holidays plus New Year's Eve, Good Friday, the day after Thanksgiving, and Christmas Eve)
- 20 days of PTO per year (for 2026, total days of PTO will be prorated based on start date)
- 6 sick days per year (for 2026, total days of sick leave will be prorated based on start date)

BENEFITS PACKAGE

- Health insurance: Denver Institute offers an allowance for health insurance to all full-time staff members
- Retirement benefits: Employees are eligible to enroll in IRA contributions through our Fidelity SIMPLE plan on their first day of work. Denver Institute will match dollar-for-dollar for every 1% an employee contributes, up to a 3% maximum contribution from Denver Institute.
- Computer to use for your work

WORK CULTURE

- Professional development allowance and opportunities
- 3 work days per year for silence and solitude
- 30 minutes per work day for reading, journaling, etc. with no screens allowed
- 90 minutes of paid time per week for exercise
- Daily time for staff prayer, encouragement, and spiritual health
- A one-month paid sabbatical every five years