



ACLS Leading Edge Fellowship

Position Title:	Narrative Strategy Specialist
Organization:	Children's Defense Fund
Location:	Washington, DC (In person/hybrid)
Stipend:	\$66,000 in year one, \$70,000 in year two, plus health insurance, \$3,500 per year in professional development funding, and up to \$5,000 for relocation costs
Start Date:	September 2023

ORGANIZATION DESCRIPTION

The [Children's Defense Fund](#) (CDF) envisions a nation where marginalized children flourish, leaders prioritize their well-being and communities wield the power to ensure they thrive. We serve and advocate for the largest, most diverse generation in America: the 74 million children and youth under the age of 18 and 30 million young adults under the age of 25, with particular attention to those living in poverty and communities of color. CDF partners with policymakers, aligned organizations and funders in this service. The Children's Defense Fund is the only national, multi-issue advocacy organization working at the intersection of child well-being and racial justice by wielding the moral authority of programmatic proximity and community organizing to inform public policy.

POSITION DESCRIPTION

CDF seeks a Narrative Strategy Specialist to support CDF's research and strategic communications efforts to elevate a new narrative framework for child well-being. CDF is dedicated to winning the battle of narratives and ideas in the public sphere to prioritize child well-being and advance a universal understanding that it is a community responsibility to see that children thrive. To this end, CDF will reexamine what child well-being is, what it looks like for a child to thrive, and how to advance this theory into practice. This exploration will contribute a new dimension to our understanding of child well-being by incorporating the perspectives of children, youth, parents, and caregivers on what makes children and youth thrive and what creates obstacles to thriving. CDF will launch a research project to create a new scaffold of language, messages, metaphors, and stories that consistently counter antithetical narratives and advance CDF's new framework for child well-being. This role is ideal for experts in a number of social science and humanities areas, but particularly for those with a background in narrative change, racial equity and justice, and/or communications and media studies. The success of the Narrative Strategy Fellow will prepare them well for a career in communications management and in the burgeoning field of social-impact communications. The fellowship tenure is 24 consecutive months, with an expected time commitment of approximately 37.5 hours per week.

Responsibilities and Tasks:

- The Narrative Strategy Specialist will map the way forward for narrative change by:
 - Identifying key audiences to influence.
 - Aggregating and conducting research on currently dominant narratives.
 - Translating academic research into messages that can help the public and policymakers think differently about child well-being and develop more responsive policies.
 - Testing and validating messages that activate new frames for thinking about child well-being; collecting and banking stories of lived experience, with careful attention to storytelling ethics.
 - Building a strategy that makes best use of the findings.

This position is *only* available through the Leading Edge Fellowship program.
You may *not* contact the host institution to inquire about this position.

- Working with the CDF Public Affairs team to implement the strategy across the organization and in cooperation with like-minded partners.
- The Specialist will collaborate with leaders across the organization: CDF Freedom School staff, the Movement Building and Leadership Development and Organizing teams, and Policy experts. Success will be defined by the quality and effectiveness of the strategy and its potential to influence thinking across diverse audiences.

Qualifications:

- PhD in any field of the humanities or humanistic social sciences. Read more about eligible fields [here](#).
- Deep and demonstrated commitment to racial justice.
- Facility with storytelling and narrative analysis.
- Project management experience.
- Community engagement experience.

APPLICATIONS

- Information on the Leading Edge Fellowship Program: <https://www.acls.org/Competitions-and-Deadlines/Leading-Edge-Fellowships>
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org).
- Application deadline: 9:00pm EDT, March 15th, 2023.

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