



TrustBridge global

MAKING
GLOBAL
GIVING
EASY



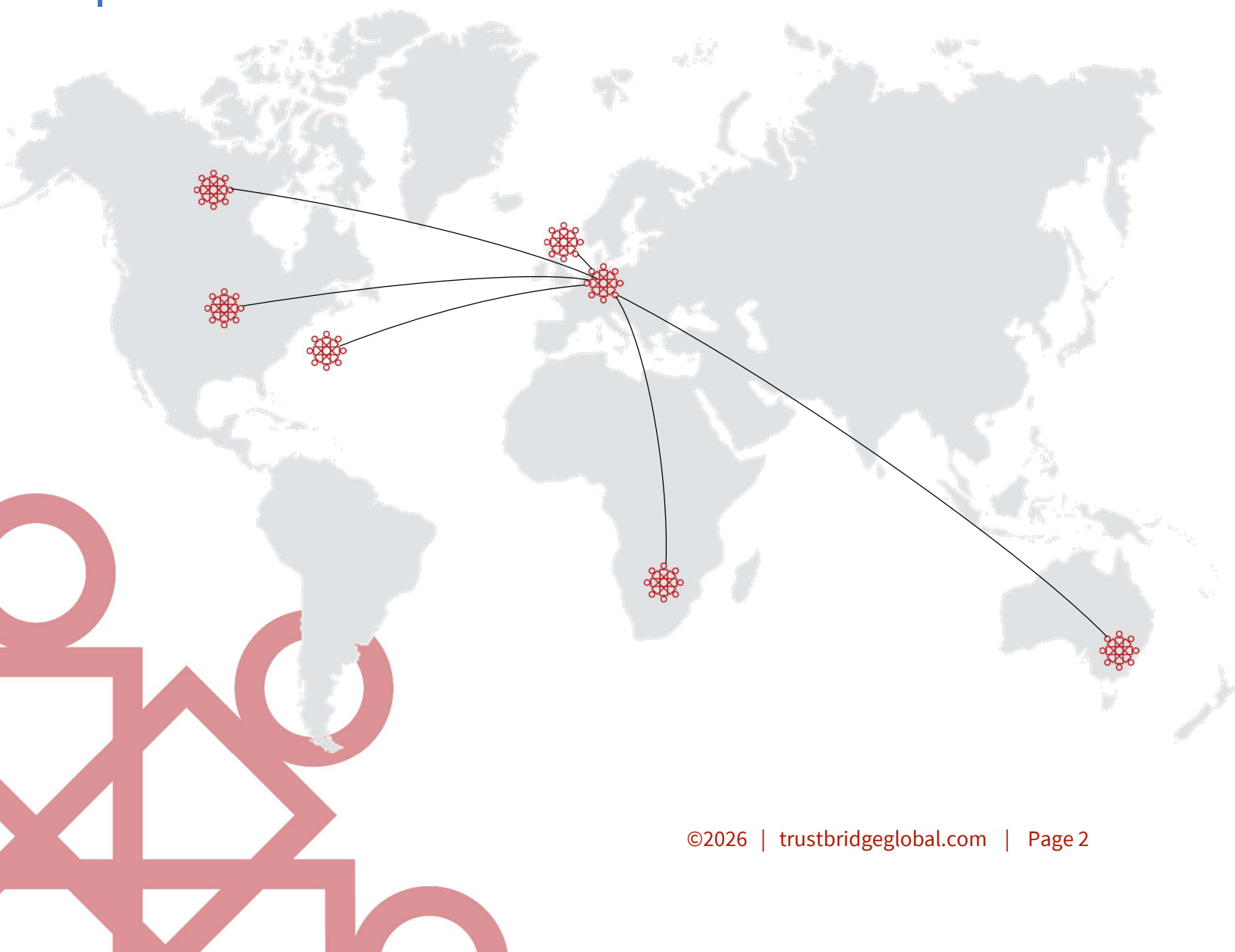
MAKE YOUR
IMPACT ON
THE WORLD

Content Storyteller

TrustBridge Global Foundation is a grant-making foundation based in Switzerland. We receive donations from individuals and entities all over the world and process and send grants to charities almost anywhere.

OUR MISSION IS TO **MOBILISE RESOURCES**
BY **MAKING GLOBAL GIVING EASY.**

WE DO THIS BY CREATING A **GLOBAL**
NETWORK OF GENEROUS COMMUNITIES.



Imagine anybody giving to any charity anywhere with just a few clicks. We believe that radically improving cross-border giving will change the world.

OUR VISION IS THAT **CHARITIES
EVERYWHERE** HAVE ALL THEY NEED TO
ACCOMPLISH THEIR MISSION.



There are trillions of dollars, euros, and yen in the hands of generous people around the world, more than enough to make a significant difference in the lives of people around the world – TrustBridge will get those resources moving.





Put People First

The world tells us that we need to decide between benefiting ourselves or benefiting others. In all situations, we will choose to apply the Golden Rule and treat others as we would like to be treated. We put people first and lean into generosity. People are more important than dollars.

Trust Our People to Act

We believe in our people – their gifts, skills, and worth – and therefore we trust our people. We are self-starters and take action without waiting to be told. But not necessarily on our own – we listen and collaborate. We provide everyone with the training, strategic clarity, and radical information sharing necessary to make wise decisions.

Find a Way to Say Yes

Our team is comprised of some of the smartest, most gifted people around. We believe our clients deserve maximum effort and creativity applied towards the accomplishment of their goals. While we always need to consider costs and potential risks, we should exhaust every reasonable alternative before we say “no, we can’t do it”.

Move as Fast as Possible, but Not Faster

In serving clients, time is of the essence. Non-profit charities should not operate at a lower standard than for-profit businesses. We strive for world-class responsiveness to client needs, while not compromising compliance with applicable laws and regulations, or our standard of excellence. Additionally, as we innovate, we move those solutions into production with real world urgency.

TrustBridge maintains a globally distributed workforce with team members in Switzerland, the United States, India, Malaysia, the Philippines and more.

THE FOLLOWING OPPORTUNITY IS FOR A **CONTENT STORYTELLER** WITH A FOCUSED SET OF RESPONSIBILITIES.

RESPONSIBILITIES AND EXPECTED OUTCOMES

1. **Story Development and Narrative Creation**

Responsibility: Identify, research, interview, and develop compelling stories that demonstrate the impact of generosity and international philanthropy across the TrustBridge Global Network. This includes engaging donors, charities, Network Members, Strategic Partners, employees, leadership, and other internal and external stakeholders to uncover stories and transform them into engaging narratives that inspire action and strengthen TrustBridge's mission.

Expected Outcome: A consistent pipeline of high-quality impact stories, donor and charity spotlights, Giving Solutions case studies that effectively communicate TrustBridge's impact, deepen donor and charity engagement, support fundraising, stewardship, and brand awareness initiatives.

2. **Content Marketing and Communications**

Responsibility: Transform stories and narratives into engaging content across multiple channels, including blogs, social media, donor and charity communications, reports, the TrustBridge website, and other marketing materials. Support the amplification of TrustBridge's stories by adapting them into formats that engage diverse audiences while maintaining a consistent brand voice.

Expected Outcome: Clear, compelling, and brand-aligned stories that are effectively adapted and distributed across multiple channels, that strengthens TrustBridge's reputation, and supports organizational goals

3. **Stakeholder Collaboration and Support**

Responsibility: Build strong working relationships with internal teams, donors, charities, and external partners to gather information, coordinate interviews, and ensure accuracy and authenticity in storytelling and communications.

Expected Outcome: Strong collaboration that enables timely content development, fosters trust with stakeholders, and ensures stories accurately reflect the experiences and perspectives of TrustBridge's global community.

JOB SUMMARY

1. Story Development and Narrative Creation

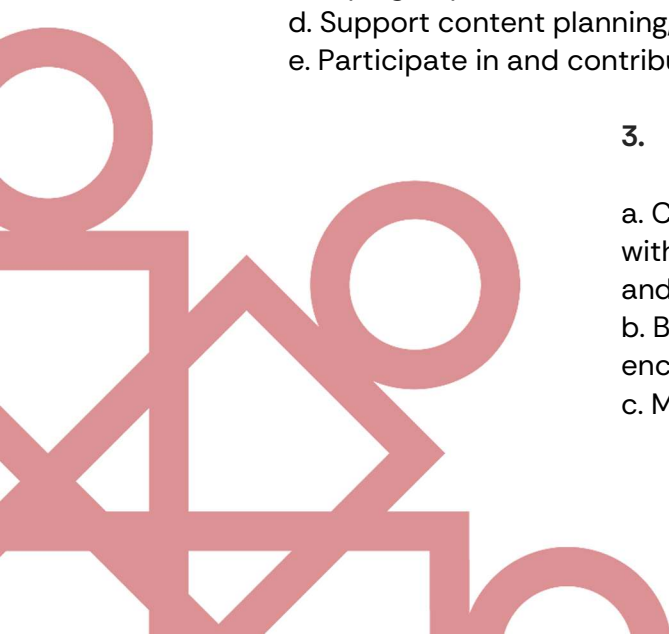
- a. Identify and develop opportunities to capture compelling stories from donors, charities, network members, strategic partners, and beneficiaries
- b. Conduct interviews and gather information through conversations, surveys, written submissions, and research
- c. Develop donor and charity spotlights, case studies, and feature articles
- d. Translate complex charitable initiatives, philanthropic activities, and grantmaking outcomes into accessible and engaging stories
- e. Create and maintain an editorial calendar and content pipeline for storytelling initiatives
- f. Coordinate with internal stakeholders to gather supporting information, testimonials, photographs, videos, and relevant data
- g. Ensure stories align with TrustBridge's brand voice, values, and messaging framework
- h. Maintain an organized repository of stories, interview notes, approvals, content assets, and supporting documentation

2. Content Marketing and Communications

- a. Draft and adapt stories into content for social media platforms, including LinkedIn, Facebook, Instagram, and other relevant channels
- b. Collaborate with designers to adapt stories into visual and multimedia formats, including videos, reels, infographics, and other digital content
- c. Draft compelling copy that supports storytelling initiatives across marketing campaigns, presentations, reports, and promotional materials
- d. Support content planning, brainstorming, and campaign development sessions
- e. Participate in and contribute to marketing brainstorming and planning sessions

3. Stakeholder Collaboration and Support

- a. Coordinate interviews and content-gathering sessions with donors, charities, network members, strategic partners, and internal stakeholders
- b. Build positive relationships with stakeholders to encourage participation in storytelling initiatives
- c. Manage review and approval processes for stories and



content prior to publication

d. Document interview insights, feedback, approvals, and action items

e. Collaborate with cross-functional teams to support donor stewardship, partnership development, fundraising, and marketing objectives

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS

- Exceptional command of the English language, with outstanding writing, editing, proofreading, and storytelling skills. Demonstrated ability to write clear, compelling, and engaging content that resonates with diverse audiences.
- Demonstrated ability to produce original, thoughtful, and high-quality written content, exercising strong editorial judgment, creativity, and attention to detail beyond AI-assisted content generation.
- Strong interviewing, active listening, and relationship-building abilities, with confidence engaging donors, charity leaders, network members, strategic partners, and senior stakeholders
- Ability to identify compelling narratives and transform complex information into engaging, human-centered stories
- Strong research skills and commitment to factual accuracy, attention to detail, and editorial integrity
- Ability to work independently while collaborating effectively within a globally distributed team
- Demonstrated ability to write both long-form and short-form content, including feature stories, blog articles, donor communications, newsletters, reports, and social media content
- Proficiency with content management systems, social media platforms, CRM systems, Microsoft 365, and AI-assisted productivity tools. Ability to use AI responsibly to enhance research, editing, and productivity while maintaining originality, editorial judgment, and TrustBridge's distinctive voice
- Strong organizational and project management skills, including the ability to manage multiple interviews, stories, deadlines, and stakeholder reviews simultaneously
- Comfortable communicating across cultures and building relationships with individuals from diverse backgrounds and geographic regions
- Creative thinker with curiosity, empathy, and a genuine interest in understanding people and their experiences
- Passion for storytelling, philanthropy, generosity, and mission-driven work
- Embraces opportunities for learning and development, actively seeking ways to enhance skills and performance

EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's degree in communications, marketing, journalism, or related field

- 2–4 years of experience in communications, journalism, content marketing, public relations, nonprofit communications, or a related field, but fresh graduates are welcome to apply
- Strong portfolio showcasing storytelling, feature writing, journalism, donor communications, nonprofit communications, case studies, blog writing, or other narrative-driven content
- Experience in a multinational company and/or nonprofit, philanthropic, social impact, or mission-driven organization preferred
- Applicants are required to submit **2-5 original writing samples** demonstrating excellence in long-form storytelling, feature writing, journalism, donor or stakeholder communications, nonprofit communications, case studies, blog writing, or other narrative-driven content.
- Candidates shortlisted for interviews will complete a **writing assessment** designed to evaluate their interviewing, storytelling, writing, editing, and editorial abilities. The assessment will focus on producing original, high-quality written content and may include transforming interview notes or source material into a compelling story aligned with TrustBridge’s brand voice.

WORK ENVIRONMENT AND MENTAL REQUIREMENTS

- Regular workdays run from roughly 1700 – 0200 (PH Time) to maximize the overlap with European and US Eastern Time work hours (time spent outside regular work hours for events and event preparations will be offset against regular workdays)
- Ability to communicate and exchange information, collect, compile, and prepare work documents, as well as set up and maintain work files
- Willingness to work more than 8 hours per day, as needed; ability to handle pressure during peak periods during the year, availability to handle issues outside of normal working hours
- Benefits include paid time off, paid holidays, employer contributions to health insurance, and annual bonus. Future retirement benefits are anticipated.

Contact (recruiting@trustbridgeglobal.com) to find out more.



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GIVING | IMPACT | GLOBAL