



Spirit Bomb, Inc. - Story Consultant

Spirit Bomb is a new media studio and record label, producing virtual beings who live on digital platforms and IRL. Each of our characters is a “virtual artist,” designed to resonate with fans and grow an engaged community through music, narrative, and visual content. Ultimately, each being will serve as a platform for creators to contribute to, and hold a stake in, the character’s future.

Our team has worked with artists ranging from The Weeknd to Flying Lotus to Kendrick Lamar, creating immersive and engaging audio-visual experiences for live events and digital media. Our team is moving into the virtual artist space, to envision new experiences for fans, and to create opportunities for musicians and visual artists.

As *Story Consultant*, you will be central to helping us build our strategy for creating a roster of unique virtual artists. Your focus will be on developing engaging virtual beings, using our fan analytics to guide the creative process, and dreaming up a variety of personas, as well as writing early narrative beats to convey character identity to audiences. You will work closely with the marketing team, design team, and music team to coordinate character identity creation, test characters in the market, and refine characters and strategy based on testing results.

Responsibilities:

- Manage the creation of multiple diversified virtual character identities, as well as growth and evolution of successful characters.
- Spearhead writing for content pieces across digital platforms, focusing on storytelling and conveying persona in short-form.
- Work with creative and production teams to develop efficient, achievable, and effective content concepts for taking characters to market and growing audience.
- Assist in identifying metrics for successful resonance with audiences, to determine whether characters are developing meaningful connections with fans.

Qualifications:

- 3+ years’ experience in writing for short form digital media or similar.
- Track record of working with fluid production teams, and responding to evolving directives while maintaining focus on long-term objectives.
- Ability to integrate data-based learnings into overall approach, while delivering unique, quality content based on said learnings.
- Ability to build creative SOPs for character development and storytelling.
- Interest and experience in crafting characters that speak to Gen Z audiences.
- BA/BS degree and/or MFA are nice-to-have.

Values:

- Desire to build new, more transparent models of ownership and participation for artistic contributors, and to create opportunities for under-represented individuals and groups.
- Open-minded to a variety of artistic styles, aesthetics, and viewpoints.
- Excited about shaping the medium of virtual artists, and creating new and joyful experiences for fans and creators, across a variety of emerging and established platforms.
- Appreciation of healthy team dynamics in an inherently creative medium, and balancing profitability goals with artistic values and priorities.
- Love of music, film, and new creative opportunities offered by technology.

At Spirit Bomb, we are highly cognizant that creativity and innovation emerge from diverse and motivated groups of unique individuals. We seek to create a safe and inspiring work environment, and give ourselves the best chance to create value for an abundance of individuals and communities.

As an Equal Opportunity Employer, we do not discriminate on the basis of race, gender identity or expression, sexual orientation, religion, disability, national origin, age, or any other status protected by law. Everyone is encouraged to apply.