

## The PA Wilds Center for Entrepreneurship

### Communications Specialist Job Posting

#### Summary

This job posting is for a full-time Communications Specialist. This person will serve as the communications hub for the PA Wilds Center, helping to manage and grow communications coming into and out of the PA Wilds Center. Communications will include social media posts, press releases, stories, photos, media requests, annual reports and similar communications serving two main audiences – visitors and nature tourism industry partners. The ideal candidate will have excellent organizational and scheduling skills; be adept at cultivating and managing user-generated content from multiple sources and skill-levels to be published on several different platforms; be a skilled reporter, writer and editor who can tell stories using many different tools (social media, longer-form features, press releases, etc); and have a demonstrated track record for successfully working autonomously from a home/remote office. Travel will be required.

Job Posted: Oct. 19, 2016

Responses Due: Nov. 11, 2016 (5 p.m.)

Send questions and/or applications to: Abbi Peters, Managing Director, at [apeters@pawildscenter.org](mailto:apeters@pawildscenter.org)

Salary: \$28,000-\$30,000/year

Timeline: Start work Jan. 2, 2017

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#### About Our Organization

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to work with partners to grow the nature and heritage tourism industry in the Pennsylvania Wilds region in a way that creates jobs, diversifies local economies, inspires stewardship and improves quality of life.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 12 1/2 –county landscape is known for its two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage.

Many local partners are involved in the regional movement to marry conservation and economic development through nature and heritage tourism development. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, government grants, private-sector grants and donations, and entrepreneurial activities related to the Pennsylvania Wilds brand.

## **Project Scope**

The PA Wilds Center is looking for a full-time Communications Specialist to serve as the communications hub for the nonprofit. This person will:

- Manage communications and content around pawildscenter.org and pawilds.com and their related social media channels;
- Generate content about the Pennsylvania Wilds as both a place and a movement for these and other platforms;
- Implement social media ad campaigns within a specific strategy and budget framework (creative provided); track metrics and campaign budgets and report regularly.
- Manage public communications around the nonprofit itself.

The PA Wilds Center has a vast network of partners and a creative firm, Swell, both of which inform the Center's strategies and priorities each year related to marketing, PR and other communications. The Communications Specialist will answer to the Managing Director but be expected to build relationships with partners to ensure the successful delivery of communications.

The Communications Specialist will be guided by annual, monthly and weekly editorial calendars; an annual projects calendar; and an established internal feedback loop. Within this framework, the Communications Specialist will be expected to develop creative ways to capture the PA Wilds region and movement in an inspired way, and manage processes and relationships that allow others to do the same and feed into our networks.

Three years of funding have been secured for this position, and efforts are underway to sustain it beyond that time period.

## **Our Audiences**

The PA Wilds Center serves two main audiences: visitors and industry partners. Most of our platforms are geared more toward one than the other, but cross-pollination is encouraged (it is not uncommon for visitors to become entrepreneurs in the region; or for industry partners to discover new things to do and see in the region).

- Visitors: Include both residents of the region and people from outside the region.
- Industry: Our partners include federal, state, county and local governments; elected officials; public lands managers; tourism and heritage professionals; chambers and Main Streets; nonprofit organizations representing economic development, conservation, arts, culture, history, health, media and education; and businesses across a wide variety of industries, including tourism, manufacturing, agricultural and resource extraction.

## **Our Platforms and Networks**

[Pawilds.com](http://Pawilds.com): This is our regional visitor site. It is currently going through a major overhaul and due to relaunch in February. The new version will be built in Word Press and will showcase and be organized around the Pennsylvania Wilds' major landscapes or journeys (Dark Skies; Allegheny National Forest; Cook Forest & the Ancients; Bucktail Trail; PA Grand Canyon and the Pine Creek Valley; West Branch of the Susquehanna; Scenic Route 6; Elk Country; and the I-80 corridor). The site will have user-generated content feeds for each landscape/journey, where pre-approved groups (PA Wilds Juried Photographers, approved bloggers, etc.) will be encouraged to submit content. The Communications Specialist's job will be to review and edit this content prior to publishing, contribute content to the site where there are gaps, and place ready-to-go ads on the site as

needed. Pawilds.com will be our most critical platform as all future marketing efforts will point potential visitors to it.

[Pawildscenter.org](http://Pawildscenter.org): This is the industry-side companion to pawilds.com. It is the clearing house for all of our PA Wilds programs and resources for individuals, organizations and communities. This site is also built in Word Press. This site just went through an overhaul but some copy will need updated coming out of a re-organization of the PA Wilds Center in fall 2016 and the launch of some new programs. Center leadership will lead an audit of the site; the Communications Specialist will be responsible for making the updates. The Communications Specialist will be in charge of maintaining the site, posting press releases, etc.

Social Media: PA Wilds Center currently has too many social media handles. We are in the process of streamlining these so that in the end there is just one handle for the Pennsylvania Wilds. The Communications Specialist will be in charge of developing daily posts for Twitter, Facebook, and Instagram under this handle and pre-loading them monthly into Hoot Suite or a similar content manager. In addition to this baseline campaign, the Communications Specialist will do real-time posts as appropriate or requested. Swell will provide feedback on tone, frequency etc. for social media posts for the first 6 months.

Press Releases & Newsletters: The PA Wilds Center issues press releases for major events or activities and also sends out a monthly e-newsletter using Constant Contact. The Communications Specialist will be responsible for writing and/or compiling these and distributing them. The ideal candidate will be able to anticipate press release needs of the organization and advocate for them.

Media: The Communications Specialist will build and maintain relationships with editors/producers at radio, television and online and print publications that serve our core audiences and inform the Managing Director about opportunities to promote the work through special projects/interviews with the media.

Content Partnerships: The Communications Specialist will manage various content partnerships, such as with Juried Artisans contributing regularly to pawilds.com. Management could involve touching base with contributors about deadlines; running down legal releases or permissions; setting up meetings; and providing technical support as approved users are trying to upload information to our platforms. By Year 2, the Communications Specialist will be expected to cultivate new relationships.

Feature Stories: The Communications Specialist will report, write and photograph one story per month about the Pennsylvania Wilds for a designated publication. Other content partnerships will be developed in Year 2.

Special Reports: The Communications Specialist will help coordinate content for the Annual Report and, once completed, be in charge of distributing it.

Results Tracking: The PA Wilds Center tracks the impact of its work in a variety of ways for internal and external purposes. The Communications Specialist will be responsible for tracking various analytics as assigned.

### **Special Projects – Year 1**

In addition to implementing the annual editorial calendar across these platforms and networks in an inspired way, the Communications Specialist will be responsible for completing various special projects as assigned. Year 1 projects include:

- Develop a Photo Library: Many photos of the Pennsylvania Wilds region have been taken over the last 10 years by staff, contractors and partners. Some of these troves we own and others people or

organizations are willing to donate to the nonprofit's library. The PA Wilds Center gets numerous photo requests throughout the year, and we also need them for all of the content we generate, be it social media posts, presentations, etc. The Communications Specialist will work with executive staff to acquire these photos and establish a photo library that will make it easy to quickly retrieve photos as they are needed.

- Develop a copy Style Guide: When is it OK to say "PA Wilds" and when should it be "Pennsylvania Wilds"? Partners have given thought to this. Now it is time to get it all compiled in one place. We have an early working draft to build on.
- Track Budget & Analytics: Work with leadership to develop a meaningful analytics dashboard for social media campaigns and budgets related to those campaigns and track and report on these at scheduled intervals.
- Review & Update Communications Distribution List: The PA Wilds Center has a database of online, print and broadcast media serving the Pennsylvania Wilds region. Each entity on the list should be called to establish a connection and to update their listing for press releases and other announcements.
- Audit of pawildscenter.org – As noted earlier, this site will be audited by Center leadership coming out of a re-organization of the PA Wilds Center in late 2016. The Communications Specialist will be responsible for making these one-time updates to the site.

### **Technical Skills**

Proficiency in the following programs/areas will be needed:

- Microsoft Office (Word, Excel, Powerpoint)
- Word Press
- Constant Contact
- Social media
- Digital Photos (sizing, etc.)

### **Equipment & Facility**

The Communications Specialist will be provided with a computer, smart phone, and internet access. Applicant must have a dependable vehicle (pre-approved work-related mileage is reimbursed at the federal rate). Applicant will also need to provide their own office space (does not have to be a public space).

### **How To Apply**

Please submit your proposal in pdf format to [apeters@pawildscenter.org](mailto:apeters@pawildscenter.org) by COB Nov. 11, 2016. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover letter summarizing your qualifications
- Create a Twitter campaign for the PA Wilds Center that reaches both of our audiences and has a different theme for each day of the week. Then create a tweet for each of the days that represents that day's theme.
- In Excel, map out a week on the job with blocks of time/days allotted to activities covered in this Job Posting. How would you structure your work week? What days would you allot to special projects vs maintaining platforms and feeding the content beast? What would you do first? How many hours a day?
- Include five clips or links to stories you've written and published.

- A good deal of the Communications Specialist's time will be spent managing and editing others. What experience have you had with this kind of role? Please explain. Also, finish this sentence: "When working with a stable of volunteer contributors, three tips of advice are ..."
- Briefly describe your experience/expertise/comfort level in these areas: 1. Microsoft Office 2. Word Press; 3. Constant Contact; 4. Social media; 5. Taking, organizing and editing digital photos; 6. Creating videos for social media channels; 7. Experience with other software or skill sets that might be useful to this position.
- What is your experience managing a budget and analytics?
- Briefly describe your experience working autonomously. In past projects or jobs, have you had to set your own schedules and deadlines? How did this turn out?
- Please list 3-5 references

### **Application Timeline**

Job Posted: Oct. 19, 2016

Questions deadline: Nov. 4, 2016 Interested applicants may send their questions to Managing Director Abbi Peters, [apeters@pawildscenter.org](mailto:apeters@pawildscenter.org) on or before Nov. 4 (questions will be responded to within 48 hours).

Responses due: Nov. 11, 2016 (5 p.m.)

Finalist Interviews: Dec. 8-9

Selected Candidate Notified (estimated date): Dec. 12

Estimated Start Date: Jan. 2, 2017

Thank you for your interest in responding to this Job Posting. We look forward to your response.

If you have any questions, please contact Abbi Peters at [apeters@pawildscenter.org](mailto:apeters@pawildscenter.org).

*The PA Wilds Center does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, sexual orientation, gender identity, disability, or any other basis of discrimination prohibited by law.*