



PRUDENTERRA

## Now Hiring: Marketing and Communications (MarCom) Specialist

Start Date: July 12, 2021

Are you an excellent technical writer with an interest in science and natural resources? Do you want to use your communication skills to promote something you believe in? Interested in managing a marketing/communications team for a small, Iowa business that enhances our shared environment? Prudenterra is looking for one MarCom Specialist to promote our work by managing the website, social media platforms, merchandise, and events.

This position is highly collaborative with our graphic designer, and a photographer. The Marcom Specialist brings value to this team effort with acute writing and social media skills.

This is a regular, 15 to 20 hours/week (or 60-80 hours per month) independent contractor position that reports to the CEO. During the time of COVID-19 we are being flexible and cautious. Most of the work can be accomplished remotely, but travel will occasionally be required to attend quarterly technical sessions, strategic staff retreats, and interview clients for stories at unique project sites statewide.

### About Prudenterra

Prudenterra is an ecosystem restoration company that serves private and public landowners throughout Iowa to restore native ecosystems. Our mission is to empower landowners to strategically restore thriving, profitable perennials and maintain them for generations.

- 30% of our work is **prairie management**--mowing, seeding, spraying, and burning.
- 30% is **forest management**--thinning, planting, and timber sale administration.
- 30% is **water management**--streambank restoration, wetland reconstruction, and keyline design for tree crop orchards or silvopasture.
- 10% is consulting services--**interpreting and evaluating ecosystems** for landowners and providing recommendations to achieve their goals and objectives.

### Job Duties and Responsibilities

- **Social media:** Schedule, generate and post engaging, on-theme content to Facebook®, Instagram®, Twitter®, and YouTube®. Reports insights and analytics to the CEO.
- **Newsletter:** Manage Mailchimp® to create, send, and record audience insights for Prudenterra's quarterly email newsletter.
- **Website management:** Maintain images and web copy for the WordPress® website. Capture visual media and write blog posts at least quarterly. Coordinate with IT for troubleshooting and web development. Reports insights and analytics to the CEO.

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- **Generate published materials:** Collaborate with Prudenterra's Graphic Designer to develop or update printed materials such as brochures, management guides, marketing handouts, and give-away merchandise. Generate public speaking materials, such as powerpoints and scripts for videos.
- **Schedule and strategize:** Implement the annual marketing and communications plan. Enforce photo sharing guidelines. Manage marketing budget and inventory of printed materials, merchandise, and conference display items. Register Prudenterra for annual conferences/meetings. Maintain a process for surveying recent clients and regularly share these results with the team.
- **Collaborate:** Meet (in-person, over the phone or via video conference) with the Prudenterra team (bi-weekly) and the CEO (weekly). Obtain on-site photos from operations staff and occasionally go into the field or work with a freelance photographer to capture high quality images. Collaborate with colleagues to manage the company brand and reduce public relation liabilities.

### Required Skills

- **Outstanding Communicator:** Engaging, grammatically adept written communicator who can transform technical information into accessible concepts for the general public. Ability to write and copy edit in MLA.
- **Fluent in web-based platforms:** Able to navigate and manage content on Wordpress®, Facebook®, Instagram®, Twitter®, YouTube®, Mailchimp®, SurveyMonkey®, and Google Suite (Gmail, Docs, Sheets). Access to and proficiency in Adobe Suite®.
- **Reliable:** Punctual, dependable, highly organized, motivated, and self-directed. Enjoys a regular routine working mostly inside at a computer but occasionally exploring in dynamic outdoor conditions across Iowa.
- **Passionate about Ecological Restoration:** Degree in Forestry, Natural Resource Management, Environmental Science, Agriculture Business, Mass Communications, Public Relations, or other related field. Agriculture and/or farming experience. Verifies the accuracy of technical information shared in Prudenterra communications with Prudenterra staff and by checking trusted reference books and websites. Knowledgeable about Iowa's native ecosystems, agricultural conservation practices, and other statewide natural resource conditions.
- **Discretion and Good Judgement:** Writing style and language for both internal and external communications are in the voice of the company brand. Shares images and stories that are most salient and/or strategic to help Prudenterra achieve its goals.
- **Excellent interpersonal skills:** Works well with clients, staff, contractors, consultants, and other external organizations. Makes good impressions that positively promote the Prudenterra work culture.

### Job Details

#### Compensation

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An hourly rate of pay that is commensurate with the candidate's experience of \$17 - \$22 per hour for the first 90-days. The independent contractor must provide their own work computer, Adobe products, cell phone, visual media equipment, and high-speed internet connection. Submit bi-weekly invoices for billable hours to the office administrator/HR manager. After the 90-day on-boarding is completed, the contractor will propose a regular contract for services to be paid no more frequently than every two weeks.

### Mileage

The independent contractor must drive their own vehicle to Prudenterra headquarters or job sites. Mileage is not reimbursed but may be a qualified tax-deductible business expense. It is advised the MarCom Specialist always track their mileage to and from worksites and headquarters. If MarCom Specialist is remote, drive time to and from worksites and headquarters is not reimbursed through payroll.

### Benefits

- Workers' Compensation Insurance is provided in the event of a work-related injury or accident.
- This position does not provide paid time off, paid holidays, medical insurance, retirement benefits, or technology stipends.
- This position offers a flexible schedule in an environment that encourages professional development in marketing and communications.

### Start Date

June 1, 2020

### To Apply

- Apply by May 20, 2020.
- Questions related to this specific position may be directed to [rowan@prudenterra.com](mailto:rowan@prudenterra.com)
- For consideration, submit all of the following: cover letter, resume, and the contact information of three professional references. Send to MarCom Specialist [rowan@prudenterra.com](mailto:rowan@prudenterra.com).