



# Nature Collective

CONNECT. EXPERIENCE. PROTECT.

## Request for Proposals | Public Relations Specialist

**Reports to:** Associate Director

Requests for Proposals will be accepted through January 30, 2023. Interviews will be scheduled the weeks of February 6 & 13, 2023. Submit proposals and resumes to [admin@naturecollective.org](mailto:admin@naturecollective.org). No phone calls please.

**Status:** Consulting; part-time, estimate 10-15 hours per week. Hybrid/Remote. Ability to reliably commute to Solana Beach, CA 92075. Some weekends, holidays and evenings may be required for special experiences.

**Compensation:** \$40.00 - 50.00 per hour

Nature Collective is an award-winning nonprofit land trust and educational organization dedicated to the continued conservation of San Elijo Lagoon Ecological Reserve, and lands and waters beyond. We are based in Solana Beach, California. Founded 1987. Our team of staff, board of directors and supporters embrace a world where everyone can connect with, experience and protect nature.

Our vision is a world where everyone can connect with, experience, and protect nature. We think inclusively and diversely when serving those growing up devoid of nature, those who remember nature and want to connect back to it, and those who already have an affinity with nature.

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PO Box 230634 Encinitas, CA 92023-0634 | T 760.436.3944 | [naturecollective.org](http://naturecollective.org)

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## Essential Functions

The public relations specialist helps communicate our messages and news to the broader public and news editors and producers.

- Create and update marketing plan with seasonal focus inspired by the work we do in education, conservation, land acquisition, fundraising, promotions paid and non-paid, and public experiences.
- Write and format monthly e-newsletter, monthly blogs, and associated e-news for special experiences by conducting interviews with supporters and grantors and writing meaningful event descriptions and other stories.
- Attend weekly public relations-development meetings to fine tune marketing planning in monthly to yearly focus areas.
- Create annual Impact Report and written submissions for award nominations.
- Represent Nature Collective in media relations with civic, grantor, fundraising and homeowners' associations meetings and events as needed.
- Establish and maintain effective working relationships with clients, government officials, and media representatives and use these relationships to develop new business opportunities.
- Write interesting and effective press releases, prepare information for media kits, and develop and maintain company internet or intranet web pages.
- Identify main client groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan.
- Develop and maintain the company's corporate image and identity
- Respond to requests for information about employers' activities or status.
- Draft speeches for company executives and arrange interviews and other forms of contact for them.
- Evaluate advertising and promotion programs for compatibility with public relations efforts.
- Work with Development Team to ensure that events gain public attention through the media without advertising directly.
- Assist in formulating policies and procedures related to public information programs
- Develop internal communications that keep employees informed of organizational activities.
- Produce films and other video products, regulate their distribution, and operate film library.
- Observe and report on social, economic, and political trends that might affect employers.
- Maintain company archives.
- Arranges for photography at press coverage/special events

## Required Skills

- The ability to communicate information and ideas in speaking so others will understand.
- The ability to communicate information and ideas in writing so others will understand.
- The ability to speak clearly so others can understand you.
- The ability to listen to and understand information and ideas presented through spoken words and sentences.
- The ability to read and understand information and ideas presented in writing.
- The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- The ability to apply general rules to specific problems to produce answers that make sense.
- The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- The ability to arrange things or actions in a certain order or pattern according to a specific rule
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Knowledge of principles and methods for promoting services.
- Proficient in Microsoft Suite, DropBox, Google and MailChimp.
- Bilingual/Fluent in Spanish, a plus

**Qualifications:**

- Bachelor's degree in communications, business, or marketing or related field required. Minimum 5 years of experience in the fields of one or more, similar areas: marketing, publications, or a related field required
- Excellence in verbal and written communication skills required.
- Experience with major press release distribution services and digital ad platforms
- Experience working with major media channels

**Equal Opportunity Employer**

At Nature Collective, the term diversity implies a respect for all and an understanding of individual differences, including race, color, religion, sex, gender identity, gender expression, pregnancy, national origin, ancestry, citizenship status, age, marital status, physical disability, mental disability, medical condition, sexual orientation, military or veteran status, genetic information and any other characteristic protected by applicable state or federal law.

**NatureCollective.org**



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