



POSITION TITLE: Content Creator

REPORTS TO: Communication & Development Manager

SUPERVISES: No existing positions

COMMITTEE PARTICIPATION: Events

STATUS: Full-time exempt

SALARY: \$45,000-\$50,000

CLOSING DATE: Open until filled

ABOUT PRICKLY PEAR LAND TRUST

Prickly Pear Land Trust (PPLT) is a nationally accredited, robust regional land trust in Montana whose mission is to connect people to the land. Headquartered in Helena, Montana, and serving a four-county region, PPLT operates three main programs: Trails, Lands, and Community Conservation.

PPLT is a group of dedicated, passionate, ethical, and solutions-focused individuals. Human connections and relationships are at the core of their work and success. PPLT staff and leadership have built a Happy Trails culture that embodies: health, inclusivity, sustainability, connection, and fun!

PPLT is an equal opportunity employer and encourages People of Color, people with disabilities, and LGBTQ+ individuals to apply. Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. PPLT is committed to building a diverse and inclusive company and we are most interested in finding the best candidate for the job. PPLT would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

For over 27 years, PPLT has had a deep history of partnerships with public and private landowners – projects over the years have built out a nationally renowned public land estate in Helena's South Hills, with one of the best trail systems in the region. Encompassing over 90 miles of trails, on a run, hike, or ride in the South Hills, you cross lands owned by the Forest Service, City of Helena, Bureau of Land Management, PPLT, and private citizens, but never leave a PPLT-influenced trail.

Through conservation easements and purchases, PPLT's private lands program partners with working ranch families to protect open space and habitat from subdivision and development. We make conservation a viable financial option.

In our Community Conservation program, PPLT expands access to nature close to home, helping to get folks outside regardless of age or ability. Delivering opportunities like those at Tenmile Creek Park and The Grove in East Helena - creek access, trails, and educational programming - to underserved segments of the community is key to expanding the "conservation tent".

The next 25 years will be a time of immense growth as the organization exponentially expands these three focus areas. With pillars such as innovation, adaptability, equity, inclusivity, and community first, PPLT will continue to transform its service area to meet the needs of an evolving region.

POSITION DESCRIPTION

Prickly Pear Land Trust is looking for a dynamic individual who embodies the Happy Trails culture and is an excellent writer! PPLT seeks an experienced writer to convey the importance and impact of our efforts to help conserve central Montana. An individual who can tell our story in creative and compelling ways to individual, corporate, agency, and foundation audiences. PPLT needs someone who can expand our reach to match the energy of the organization and meet a variety of needs in a fast-paced environment. Someone who can imagine and create PPLT's storytelling abilities with confidence, passion, and intelligence. Someone who can deepen established connections and shepherd them alongside organizational evolution. Adaptable, accessible, creative, and enthusiastic, the Content Creator will work closely with the Communications & Development team to show off the work of Prickly Pear Land Trust.

GOALS & ANNUAL RESPONSIBILITIES

- Craft copy with a consistent, compelling voice and messaging for the organization
- Create original content to showcase the work of PPLT for a variety of audiences
- Stay apprised of industry best practices and appropriate messaging for a growing and changing demographic
- Graphic design to complement select copy creation
- Video filming and editing for social media use
- Draft copy to meet social media strategies outlined by the Communication & Development Manager
- Manage the creation and maintenance of new and established print and digital materials that are compelling and timely
- Collaborate with the Associate Development Director to draft messaging and collateral to achieve fundraising goals
- Draft grants and grant reports. Federal grant experience is a bonus!
- Prepare talking points, speeches, presentations, and other supporting material as needed
- Website copy editing and creation. The ability to edit the website is highly preferred, but not necessary.
- Proof and edit content produced by other staff to maintain a consistent voice
- Exceptional communication and writing skills are essential to the success of this position
- Manage PPLT photo and video files, both past and present
- Assist in the organization of special events. Events include but are not limited to the Don't Fence Me In Trail Race, Block Party, Harvest Moon, project celebrations, and other one-off needs.

MINIMUM QUALIFICATIONS

- Passion for the outdoors and conservation
- Bachelor's degree or equivalent work experience, nontraditional experience is welcome
- At least 3 years of experience in a related field or position
- Demonstrated ability to write content for a range of audiences and purposes in both long and short form
- The ability to absorb, apply, and work creatively within PPLT's voice
- Experience with and interest in social media
- Prioritize tasks, work efficiently under pressure, and meet demanding deadlines in an often fast-paced environment
- Experience in persuasive and technical writing, editing, and proofreading
- Experience managing diverse activities to meet deadlines

- Experience working and communicating with a wide range of people and backgrounds
- Experience working with databases, including managing and tracking data
- Strong organizational skills and attention to detail
- Creative and forward-thinking
- Preferred platform experience: Canva, Word Press, DonorPerfect, Constant Contact, Google Suite, Square (online store), Givergy
- Embody the Happy Trails culture
- Genuine interest and ability to keep diversity, equity, and inclusion within your frame of vision at all times
- Abide by PPLT's Code of Ethical Conduct

ADDITIONAL JOB INFORMATION

- This position requires some evening and weekend work time

BENEFITS INCLUDE

- Competitive Compensation
- Health Insurance and Health Savings Account contributions
- Simple IRA retirement contributions after 6 months of employment
- Paid Time Off: 20 days per year + 10 paid holidays
- Eligible for a 3-month sabbatical after 5 years of continuous employment
- Collaborative work environment
- PPLT is a place where employees can be their authentic selves, and we value their lived experiences and expertise
- Flexible in-office and remote work policy

TO APPLY:

- Send a cover letter, resume, and 3 examples from your creative portfolio. Examples should showcase your abilities in different mediums (ex: newsletter, video, social media content, etc.)
- Email all files to Associate Director, Rachel Rountree. rachel@pricklypearlt.org
- No phone calls, please.
- Applications are due Friday, December 29, 2023
- The position will be open until filled