



November 1, 2018

Request for Proposals for Consulting Services

Role: Content Marketing Manager

The Prince William Sound Science Center (pwssc.org), a non-profit research and education institution located on the shores of Prince William Sound in Cordova, Alaska (www.cordovachamber.com and www.cityofcordova.net), is seeking a highly motivated individual to fulfill a contract focused on social media, news articles, and blog updates.

Background: Prince William Sound (PWS) is located in the northeast corner of the Pacific at 60° N and includes an intricate network of glaciers, temperate rainforests, fjords, barrier islands, wetlands, and freshwater, estuarine and marine systems. PWS has 4900 km of shoreline and is surrounded by the Chugach Mountains that reach 4,300 m and contain the most extensive system of tidewater glaciers in North America. Most of the land area is in or adjacent to the Chugach National Forest. Of the five PWS communities, only Valdez and Whittier have highway access to the main road system. Access to Cordova is by boat or plane. Alaska Marine Highway System ferries and an airport that receives daily commercial airline traffic serve the community. Commercial salmon fisheries are the cornerstone of the local Cordova economy. Herring, Pacific cod, sablefish, halibut, shrimp, crab, and razor clams are among either current or historically important fisheries within Prince William Sound. The Sound is important for subsistence and sport fisheries of these and other species.

Overview: The Prince William Sound Science Center (PWSSC) seeks a dynamic communications consultant for a part-time, year-round contract. This Cordova-based individual will fill a key role and work closely with staff and other contractors on three major tasks: maintaining our social media presence, writing articles for the Cordova Times and our blog, and helping to strategize future communication plans with the Development and Communications Manager.

These efforts, which support the organization's mission and strategic plan, will begin in November 2018. Upon agreement with both parties, this contract may be extended up to five years.

The contractor reports directly to: Signe Fritsch

Qualifications: Must have the ability to work in multimedia formats such as social media, Word Press, video/still image capture, etc. An understanding of ocean sciences, both physical and biological is strongly desired. Other qualifications include: excellent command of spoken and written English, exceptional communication skills, and the ability to work both collaboratively and independently.

Opportunity for flexible work schedule or working from a remote location.

Responsibilities include:

- Comport oneself with the utmost professionalism on behalf of PWSSC.
- Engage with scientists and staff to develop a list of outreach priorities.
- Translate scientific information into content that is easily understood by a lay audience.
- Generate novel content that explains completed or ongoing research and education programs.
- Attend PWSSC research, education, and community events to capture content for blog posts and articles when appropriate.
- Generate multimedia content for PWSSC based on existing content or through the acquisition of novel content (e.g. by accompanying researchers in the field to capture video, etc.).
- Make recommendations for new content for maximum outreach potential.
- Write news articles, blog posts, and social media posts to accomplish outreach goals.

Applicant must be authorized to work in the United States for any U.S. employer.

Application Process:

In order to be considered, applicants will submit their resume; a letter of interest detailing why they are qualified for this role and how the PWSSC mission and opportunities are complementary to their career goals, hourly rate, and the names of two references including contact information via email to: Signe Fritsch, Prince William Sound Science Center, [sfritsch\[at\]pwssc.org](mailto:sfritsch@pwssc.org) using the Subject line: 2018 Communications and Social Media RFP.

Review of applications will begin on November 12, 2018. Open until filled.