



COMMUNICATIONS SPECIALIST

PART TIME (20hrs/wk) // SF BAY AREA BASED + REMOTE // \$21,000 - 42,000/yr

HELLO! // We are searching for a part-time **Communications Specialist** with a special interest in social media to join the TOPO Collective starting summer 2022. As we are a mission-driven company, the ideal candidate is knowledgeable and passionate about the intersection of people and the planet. Topics such as conservation efforts, natural resource management, and equitable access to the outdoors are common with our clients, and the Communications Specialist should be able to engage in these discussions.

The successful candidate has some experience with copywriting, social media management, social data collection (e.g. surveying and interviews), and possibly in-person event planning and execution. However, we believe skills can be learned, so if a candidate demonstrates a strong understanding of the subject matter we work with and a shared passion for our mission, we are willing to provide limited training on technical skills.

This is a remote position, but occasional client needs in the SF Bay Area will require an in-person presence. We expect these to be infrequent, but may be up to 2-3 times per month during certain times of the year. This position is part-time (20 hrs/wk), with the possibility of converting to full time in the future.

A LITTLE BIT ABOUT US // The TOPO Collective is a creative services firm designed to support land conservation, natural resource, and outdoor recreation organizations. We help these organizations make an impact by combining data, science, storytelling, and metrics to produce measurable results. Our flagship service is video production, but we also provide social media strategy + management, stakeholder engagement, public outreach, photography, graphic design, web design and development, interactive and static mapping, and sign design. We predominantly work with freelancers and contractors to deliver beautiful, impactful results to our clients who are mostly nonprofits and government agencies. We are a small firm (this position will be the third employee), but looking to grow over the next 6-12 months.

WHAT WE'RE LOOKING FOR // We are looking for a person who has a passion for promoting the value of the outdoors through media and engagement. The **Communications Specialist** will help plan and execute a variety of projects, including social media strategy/management, copywriting, and public outreach.

WE ARE COMMITTED TO DIVERSITY AND INCLUSION // We believe that the best ideas happen where diverse perspectives intersect and engage. It is critical that we provide our clients with an abundance of free-range ideas, concepts, and ways of moving forward in the world. In order to do that, we need a diverse team and an inclusive culture. This allows all voices to flourish and enhances our creative process. It's not just the right thing to do, but also good for our clients and therefore good for our business.

TOPO Collective is a proud member of



JOB TITLE // Communications Specialist

This position will report to the Creative Director, and will work on a wide range of client projects as well as TOPO's own marketing and communication needs.

RESPONSIBILITIES // Typical responsibilities may include:

DIGITAL MEDIA (+/- 50% of the expected time for this position)

- Creating social media content for clients and for TOPO's marketing
- Research and write blog posts and other digital content for TOPO and client needs
- Collaborate with a social media team on strategy and execution for TOPO and client needs
- Pitch and plan live streams for clients and TOPO's marketing
- Develop and maintain TOPO's website content, assist with client website projects with contractors
- Plan, develop, and manage online communications for TOPO and client
- Tracking industry trends in social media, applying to client work and TOPO's marketing

PUBLIC OUTREACH (+/- 20% of the expected time for this position)

- Assist with planning and executing meetings/events, in support of public outreach efforts
- Develop and manage content / design for presentations, newsletters, and marketing materials
- Complete interviews and surveys related to parks and conservation efforts
- Analyze and summarize public input received through qualitative and quantitative social data collection (e.g. surveys, interviews) on behalf of clients (Parks Districts, non-profits, etc.)
- Assists with event planning including site selection, logistics, and working with vendors on event planning, scheduling, and site preparation

CREATIVE SERVICES (+/- 10% of the expected time for this position)

- Assist in the production of video by conducting research and helping with production logistics
- Develop and implement branding strategy for TOPO and our clients
- Research, brainstorm, pitch, and help produce video for clients and for TOPO's marketing
- Possibility for on-location/production work depending on location and interest

MARKETING + ADMIN (+/- 20% of the expected time for this position)

- Misc marketing tasks for TOPO, including research and contacting potential clients
- Assisting with research and design of client pitches / proposals

QUALIFICATIONS // In order to achieve our mission, we need to work with sharp, passionate, creative people who exhibit the following:

- A passion for the outdoors - protecting it, enabling access for all, and enjoying it
- Professionalism and strong powers of observation are a must
- Demonstrated interest in communicating the value of the outdoors
- Proven ability to communicate clearly and effectively both verbally and in writing
- Strong understanding of Facebook, Instagram, Twitter, LinkedIn and basic best practices for each
- Exhibits strong time management skills
- Collaborative attitude and an openness to feedback + challenge
- A desire for continuous learning and improvement
- Detail-oriented with exceptional critical-thinking and problem-solving abilities
- 2-3 years of relevant experience in the communications space
- Experience with social media management tool(s) and Canva or other similar design tools
- Comfortable with collaboration tools like Google Drive and Airtable
- Ability to operate independently when necessary
- Ability to complete social media management tasks (e.g. DMs, comments) 3-4 days per week
- Experience with video production and/or creation of video content is a plus

TIME COMMITMENT // This is a remote, 20-hr/week position. We expect this position to be remotely based, but be available for occasional in-person tasks in the SF Bay Area. This position will generally have great flexibility with regard to scheduling. We will establish a regular meeting time each week, with additional team meetings as needed, but otherwise this position will be free to schedule their week as they see fit.

SALARY // Salary for this position is dependent on experience and skill set, but is expected to be between \$21,000 - \$42,000 (\$20-40/hr @ 20 hours/wk).

BENEFITS // Our goal is to hire for the long term. We want the best for our employees, and we want the best for them to be working with TOPO Collective. We know that everybody has a unique situation, and benefits carry different weights depending on the situation. Therefore, we offer a negotiable benefits package, which may include one or more of the following:

- Medical, dental, vision, life/disability insurance, 529 college savings
- Monthly contribution to Health Savings Accounts (HSA) and/or Flexible Spending Accounts (FSA)
- Annual matching contributions to pre-tax retirement account
- Commission on successful referrals of new, qualified clients to TOPO Collective
- Paid time off (holidays, sick, vacation, mental health)
- Paid time to work on passion projects which are in line with TOPO's mission
- Stipend for co-working space access and/or "work from home" needs (e.g. ergonomic chair, better lighting, etc.)

DOES THIS SOUND LIKE YOU? // If it sounds like this opportunity might be for you, please follow [this link](#) to tell us a bit more about yourself. Note, we're seeking detail-oriented and thoughtful team members - when completing your application, please keep this in mind. For any specific questions, reach out to hello@topocollective.com.

hello@topocollective.com // www.topocollective.com

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