



Position: Creative Content Manager

Reports to: Content Director

Location: Colorado or remote work potential for candidates in Washington, Oregon, Vermont, or New Hampshire.

FLSA Status: Exempt

Background

Protect Our Winters (POW) is a 501(c)(3) nonprofit that helps passionate outdoor people protect the places we live and experiences we love from climate change. Founded by pro snowboarder Jeremy Jones in 2007, POW works against climate change by turning passionate outdoor people into effective climate advocates. We are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations.

The Opportunity

POW is seeking an experienced Creative Content Manager to support the production of POW's external-facing content. This role requires experience managing creative projects and productions, crafting compelling narratives across various formats, and leading diverse teams while juggling multiple priorities. The ideal candidate will have a proven track record in scriptwriting, photography, and/or videography within the outdoor recreation space.

As part of the Marketing & Communications (MarComms) Department, the Creative Content Manager will assist in executing digital content initiatives across multiple platforms to reinforce POW's messaging to the Outdoor State and beyond—supporting the growth and engagement of the community, driving membership sign-ups and merchandise sales, and contributing to POW's archive of media assets for present and future use.

This position supports the creation of engaging external content (photo, video, print) by collaborating with external contributors and in-house staff on copywriting, scriptwriting, video production, and asset organization. Strong creative project management skills are essential to deliver POW's content on time and aligned with organizational goals. The Creative Content Manager also oversees POW's digital media assets library on the Canto platform.

In addition, the Creative Content Manager leads POW's AAA Grant program, coordinating internal and external stakeholders to review and select projects for POW involvement and support. They serve as the primary point of contact for POW Alliance members, addressing member needs and coordinating with the MarComms Department on public-facing updates and announcements.

Description of Responsibilities

- **Content Production:**
 - Provide project management support for video, photo, and written content projects derived from POW's Creative Grant and Creative RFP programs, as determined in collaboration with the Content Director.
 - Collaborate with POW's Marketing Department and other stakeholders to implement content opportunities on specific, assigned projects across the brand's channels.
 - Support content development by working with a team of contract videographers, photographers, artists, and writers to meet creation and post-production needs.
 - Provide photography and videography support at events and for media asset collection throughout the year, when called upon.
 - Ensure all content maintains a clear and consistent brand voice, following POW's established messaging framework.

- **Content Management:**
 - Support the POW team in contributing to the overall process and strategy for its digital asset management system, Canto.
 - Support the POW team in finding assets via its digital asset management system, Canto.
 - Support POW team in organization and upkeep of digital asset management system.

- **Alliance Advocacy and Adventure Grants (AAAG):**
 - Manage POW's AAA Grant program, collaborating with internal teams, sponsors, and the AAA Grant Selection Committee to review and select impactful projects for support.
 - Serve as the primary point of contact for Alliance members, addressing inquiries, providing project support, and ensuring alignment with contractual agreements and funding levels.
 - Monitor the progress of funded projects, share updates with stakeholders, and coordinate with the Digital Director and Communications Manager to integrate events into the Communications Calendar.
 - Oversee project contracts, facilitate fund transfers, and maintain organized project assets across POW's platforms, including Canto, Trello, and Salesforce.
 - Work with the MarComms team to develop updates, announcements, and marketing content for the program, ensuring timely dissemination through POW's channels.
 - Keep the AAA Grant section of the POW website current and build a repository of content to support marketing, policy, and civic engagement campaigns.
 - Partner with the Digital Director to manage and deliver promotional assets, ensuring they progress seamlessly from concept to final product.

**Required Qualifications:**

- 4+ years experience as a creative project manager or creative producer with an agency, brand, or editorial outfit
- Experience providing narrative feedback on content projects ranging from full-length films to long-form written word
- Experience managing a team of creative contributors representing a diverse range of mediums
- Experience working with external agencies on large content initiatives and campaigns
- Experience managing content budgets and administering rights agreements and contracts
- Ability to manage multiple projects with limited direction in a fast-paced environment
- Comfortable working with remote colleagues through virtual tools
- Strong desire to promote DEI inside and outside of the organization. Learn more here: <https://protectourwinters.org/dei/>

Preferred Qualifications:

- Bachelor's degree in English, Communications, Marketing, Video Production or other related field preferred
- Experience scriptwriting for video for a diverse set of platforms and mediums
- Experience as a photographer and/or videographer
- Experience in the outdoor industry
- Ability to formulate narratives beginning with the ideation phase through the final publishing phase
- Familiarity with commonly used language style guides, specifically AP
- Experience with Trello, Basecamp, or other project management software
- Experience with the Adobe Creative Suite

Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.

Application:

Applications must be submitted by January 1, 2025

Please submit a resume, portfolio (or 3-4 work examples) as well as no more than 500 words addressing the question "Why is climate advocacy important to you?" Please send all application materials in one email to work@protectourwinters.org with "Creative Content Manager" in the subject line.

Salary commensurate with experience, with a pay range of \$65,000 - \$75,000. Protect Our Winters offers a generous benefits package including employer-paid healthcare, vision, and dental benefits (100% premiums paid, employee only) as well as a retirement match. Additionally, POW offers sick and holiday time, above-industry-average paid time off, and a family-friendly, flexible work environment.

At POW, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity,



gender expression, military and veteran status, and any other characteristic protected by applicable law. POW believes that building diversity is critical to the success of a global organization. We seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

If you meet more than 75% of the qualifications of this description, we encourage you to submit an application.

Location:

Colorado or remote work potential for candidates in Washington, Oregon, Vermont, or New Hampshire. Unfortunately, POW is not able to accommodate candidates residing in other states at this time.

Transparent Hiring Process

To ensure an equitable hiring process, please note that we do not meet with applicants outside of our formal interview process. Top qualified applicants will be asked to participate in an initial 30-45 minute video (via Zoom) interview and, if selected, a subsequent 1-hour video (via Zoom) interview. Finalists will be asked to submit a short assignment for which time will be compensated and then one final 30-minute interview. We aim to move efficiently and remain highly communicative throughout this process, with the goal of extending a formal offer by the end of January 2025.