

POSITION DESCRIPTION

Position:	MPS Staff Micro Influencer
Department:	Marketing and Photography Service (MPS)
Salary Level:	I (General Staff)
Default Housing:	<i>Tent-CHQ (Final housing assignments may differ based on availability)</i>
Reports To:	Manager of Marketing and Photography Services
Desired Availability:	May 20 – August 13

Philmont Standards

- Must be at least 18 years of age by the start of employment.
- Must become a registered member of the Boy Scouts of America at the start of employment and subscribe to the Scout Oath, Scout Law, and Declaration of Religious Principles
- Must provide a complete and current BSA Annual Health and Medical Record to the Infirmary upon arrival including review of risk advisory and immunization requirements.
- Must maintain a clean, well-groomed appearance and be willing to purchase required uniform parts to meet Philmont's uniform policy.
- Must participate in designated staff training.
- Must adhere to the policies and programs set forth by Philmont Scout Ranch management.

Position Overview

The Micro Influencer for Philmont Scout Ranch is a vibrant, imaginative, and enthusiastic individual who will be instrumental in promoting the Philmont Scout Ranch and Tooth of Time Traders' products and inspiring new participants. This position calls for a person with a naturally upbeat demeanor, a robust sense of humor, and the knack for highlighting the positive and inspiring aspects of any situation. The perfect candidate will be passionate about communicating experiences and insights related to outdoor adventures, Scouting, Philmont, and the merchandise, gear, and apparel of Tooth of Time Traders.

Successful Micro Influencers at Philmont Scout Ranch are genuine, relatable, fervent, innovative, personable, lively, and sociable. They establish a personal connection with their audience, exhibit a strong enthusiasm for outdoor adventures, Scouting, Philmont, and the Tooth of Time Traders, generate unique and engaging content, and maintain a positive personal perspective and reputation.

Primary duties encompass the creation of short-form videos, reels, and stories using a smartphone, post-production of content, and teaming up with the Manager of Marketing and Photography Services to determine content direction and manage backcountry logistics. The role necessitates the ability to participate in backcountry treks for two to three days as a guest, be self-reliant, and not disrupt the participants' experience or crew dynamic. The Micro Influencer should be at ease being in the backcountry and on the trail for at least 50% of their workweek and hiking up to 15 miles a day over rugged, mountainous terrain while carrying a 45-pound backpack.

Primary Duties & Responsibilities

- Maintaining an unwaveringly positive attitude and perspective towards life and experiences.
- Demonstrating the capability to identify and highlight the positive, uplifting, and inspiring aspects of any situation.
- Exhibiting a robust, positive sense of humor, creating an environment of joy and laughter.
- Showcasing a deep-rooted passion for sharing personal experiences and insights about outdoor adventures, Scouting, Philmont, and the Tooth of Time Traders' merchandise, gear, and apparel.
- Demonstrating willingness to wear and endorse Tooth of Time Traders merchandise, gear, and apparel.
- Participating in backcountry treks for two-three days as a guest, ensuring self-sufficiency and not disrupting the participants' experience or crew dynamic.
- Creating short-form videos, reels, stories using a smartphone (Android or Apple).
- Performing post-production tasks such as editing, adding graphics and text, links, overlays to short-form content to create finished content using a smartphone (Android or Apple).
- Producing a minimum of 30 short-form videos over the summer.
- Collaborating with the Manager of Marketing and Photography Services to establish content focus, messaging, reel topics, and manage backcountry logistics.
- Working closely with MPS managers to comprehend their vision and produce content that aligns with their expectations.
- Maintaining an organized digital archive of all work for easy access and reference.
- Spending a minimum of 50% of the workweek in the backcountry and on the trail.
- Demonstrating the ability to hike up to 15 miles a day over rugged, mountainous terrain while carrying a 45-pound backpack.

Desired Qualifications & Experience

- Must be at least 18 years old at the time of employment.
- Possess a robust portfolio demonstrating proficiency in creating short-form video content.
- Capable of prioritizing tasks and seeking assistance when necessary.
- Able to thrive in a fast-paced and occasionally stressful environment.
- Proficient in using smartphones (Android or Apple) with a meticulous attention to detail.
- Experienced in using Adobe Express and Adobe Premiere Pro.
- Skilled in shooting video footage outdoors under various lighting and weather conditions.
- Excellent communication and interpersonal skills.
- Willing to work in diverse locations and environments.
- Committed to providing friendly customer service to all Philmont staff and participants.
- Responsible for the careful handling of all Philmont equipment.
- Willing to participate in weekly training sessions to enhance media skills.
- Able to organize, rename, and keyword all video content using Adobe Lightroom Classic library mode.
- Maintains a positive attitude and pays close attention to detail.
- Supports colleagues with office tasks such as cleaning and operating the MPS front desk.
- Ready to undertake other duties as assigned by the direct supervisor or ranch management.

Environment

- Must meet the BSA height/weight requirements.
- Ability to hike up to 15 miles a day over rugged, mountainous terrain while carrying a 45-pound backpack.
- Be able to lift and handle materials up to 70 pounds throughout the scheduled workday.
- Up to 90% of the workday could be spent standing, walking, bending, stooping, kneeling, or crouching.
- Be capable and willing to work in all types of weather conditions at various locations.

Additional Information

Send inquiries to philstaff@scouting.org

It should be noted by applicants that Philmont Scout Ranch and the surroundings are located in a rural ranching community within the high desert of the Sangre de Cristo mountains. Climate, culture, and the availability of resources may vary significantly compared to other communities. Amenities applicants are used to may not be available on the ranch or the surrounding area.

Philmont and the Boy Scouts of America provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Updated: 01/15/2024