

POSITION DESCRIPTION

Position:	Content & Publications Manager
Department:	Marketing and Photography Services
Salary Level:	III (Coordinator/Asst. Manager)
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 19 – August 22

Philmont Standards

- Must be at least 18 years of age by the start of employment (21+ requirement, if applicable, will be noted below)
- 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 a 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 Content & Publications Manager at Philmont Scout Ranch is a seasonal position within the Marketing & Photography Services (MPS) team. This role is pivotal in creating, reviewing, editing, and managing a diverse range of content across multiple platforms, including websites, social media, and print publications. A significant responsibility of this position is the production of six editions of Philmont's annual PhilNews mini-magazine. The Content & Publications Manager will lead, guide, and mentor a Publications Writer and a Social Media Writer/Designer. Collaboration with the Manager of Marketing and Photography Services (MPS), MPS Media Manager, and MPS Photographers is essential to ensure alignment between marketing strategies and published content. The ideal candidate will possess a robust understanding of communication arts, demonstrate superior writing and proofreading capabilities, and have the capacity to manage projects from their inception to their conclusion.

Primary Duties & Responsibilities

- Develop and oversee content strategy for various platforms, ensuring alignment with Philmont's brand identity and marketing goals.
- Produce, review, edit, and manage content for websites, social media, and print publications, including the annual PhilNews mini-magazine.
- Manage and direct a team comprising a Publications Writer and a Social Media Writer/Designer, providing mentorship and guidance.

- Collaborate closely with the MPS team to ensure consistency and coherence across all marketing and content initiatives.
- Familiarize with and adhere to content requirements for Facebook, Instagram, and LinkedIn.
- Engage with and respond to inquiries on social media platforms in a timely and informative manner.
- Source marketing photos from the Philmont archive and photography staff for all projects.
- Utilize Adobe Creative Suite applications, including Lightroom Classic, Photoshop, Illustrator, and InDesign, to complete publishing assignments.
- Continuously seek to improve technical knowledge and skills relevant to job duties through online research and learning.
- Perform additional tasks as assigned by the direct supervisor or ranch management as necessary.

Desired Qualifications & Experience

- Must be at least 21 years of age by the time of employment.
- Demonstrated proficiency in managing multiple priorities and deadlines.
- Demonstrated working knowledge of Adobe InDesign and a strong portfolio showcasing publishing skills.
- Proficiency in Adobe Creative Suite, particularly Lightroom Classic, Photoshop, Illustrator, and InDesign.
- Excellent writing, editing, and proofreading skills, with a strong understanding of communication arts.
- Ability to prioritize tasks effectively and seek assistance when required.
- Capable of thriving in a fast-paced and occasionally stressful environment.
- A background in or knowledge of graphic design is highly recommended.

Portfolio Submittal

- Show off your talent and qualifications with a link to your portfolio. Please send to Philmont.Marketing@scouting.org after you submit your application.

Physical Requirements & Work Environment

- Must meet the BSA height/weight requirements
- Be able to lift and handle materials up to 50 pounds throughout the scheduled workday
- Up to 90% of the workday could be spent standing, walking, bending, stooping, kneeling, or crouching

Additional Information

Send inquiries to philstaff@scouting.org

It should be noted by applicants that Philmont Scout Ranch and the surrounding area 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 from 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: 3/18/2024