

SATW
EXTERNAL COMMUNICATIONS MANAGEMENT
REQUEST FOR PROPOSAL

WHO IS SATW?

Our Mission: To inspire travel through responsible journalism

SATW is a professional organization comprised of the travel industry's most experienced journalists, photographers, editors, broadcast/video/film producers, bloggers, website owners, public relations experts and hospitality industry representatives from the United States, Canada and beyond.

Founded in 1955, SATW has more than 1,000 members. Our members are content creators that contribute to some of the most influential print, digital and broadcast platforms. Our members are also travel and hospitality brands and the public relations agencies that represent them. SATW is the premier networking organization bringing all of those professions together.

The Society is comprised of four geographical chapters and three professional councils, each with their own governing bodies that service the entire membership. Additionally a Society-wide Board of Directors and Executive Committee govern the membership.

JOB REQUIREMENTS

SATW is seeking candidates for the position of External Communications Manager and / or Content Marketing Editor. Priority audiences for external SATW communications are potential members, like-minded organizations, travel industry and travel journalism professionals seeking information on members, potential sponsors, potential meeting and convention hosts, members of the media, convention and visitors bureaus, state and national tourism offices, and the general public. Candidates should have at least three years experience working as a staff or freelance communications expert. He/she should be/have:

- A strong communicator via the written word, email, phone and web conversations with colleagues, fellow members and Society management
- A team player who works collaboratively with others in a team to develop strategy
- Demonstrated experience with creating public relations strategies, including the use of social media, content marketing, press release/media list development

- A self-starter who works proactively to implement agreed-upon strategies and troubleshoot problems when they arise
- An effective manager who knows how to budget his/her own time and set realistic deadlines, and who can manage approved outside contractors, including billing working with HQ.
- Fluency with Word, WordPress, Facebook, Twitter, Instagram and basic Photoshop skills; interest and ability to learn the fundamentals of software required to handle all external communications
- Demonstrated social media expertise on existing platforms including Instagram, Twitter and Facebook, and a willingness to learn software related to additional and new platforms
- Strong writing, spelling, grammar and editing skills that require minimal oversight
- A deep understanding of SATW, its purpose and member needs, and the ability to use that knowledge to determine what information should be conveyed and the methods for best conveying it

SCOPE OF POSITION(S)

Work with the Promotions / Sponsorship Committee, President, Executive Director and Internal Communications Manager to develop a strategy with clear goals and responsibilities, and consistency with SATW brand messaging. Priority should be placed on promoting the SATW brand and its value, and member work. The plan should be updated annually.

BRAND MANAGEMENT + SOCIAL MEDIA

Responsible for coordinating overall External Communications, including the following, in print and/or video as needed.

- Act as point of contact for potential sponsors, potential members, industry sources and outside media.
- Coordinate with staff leadership and SATW members directly for media interview opportunities as necessary
- Proactively seek out appropriate communications partnerships
- Create regular social media posts according to the strategy and frequency established by the external media plan, with a minimum daily requirement. News-related posts should be issued in a time-sensitive manner to ensure relevance.
- Coordinate / oversee Content Marketing activities to be outlined in the future strategy.

- Review requests for partnerships with SATW as they arise to confirm legitimacy and/or benefit to the organization, and report findings to Promotions / Partnership chair and President and/or his/her designee.
- Create and publish timely calendars and notices for upcoming events and programs open to non-members
- Create press releases as directed by the Promotions Committee Chair, President or his/designee, or Executive director. All releases should be disseminated to key targeted media as designated by the content of the release. The emphasis will be on enhancing SATW's brand and value among the industry. All releases must be approved by the President and/or his/her designee. All official comment from SATW must come from the President and/or his/her designee.
- Provide or arrange for on-camera media coaching for SATW's President and President-elect, as media spokespeople
- Aid in member recruitment as directed by the President or his/her designee
- With management firm, update existing marketing materials and create new ones as needed
- The ECM may be required to attend the annual convention at the request of the President or Executive Director. SATW will pay for the ECM to attend any required meetings.

A candidate is expected to spend 12-15 hours per week fulfilling these duties.

The contracted position is for two years beginning in March 2020, with a review every six months by the Executive Committee or its designees. It may be renewed for additional years pending approval by the Board of Directors.

SATW has budgeted a maximum of \$21,000 annually for these duties.

TERMS AND CONDITIONS

SATW will pay the ECM on a monthly basis. The ECM will report to the President and the Executive Director, and he/she may at times be asked to join in weekly update conversations. The content marketing editor will report to the ECM.

TIMELINE

Applicant submissions are due January 31, 2020. Interviews and notifications of next will occur the following three weeks. Starting date is March 2020.

TO BE INCLUDED IN YOUR BID

- Your profile, time in business, core competencies, and communications experience

- 150-word description of vision for this role and how it will enhance SATW's profile and increase member value
- Summary of your experience with SEO
- References from three existing or past clients
- Writing samples

We look forward to receiving your response. Any questions in regards to this RFP may be addressed to Jane Wooldridge, satwjane@gmail.com, and info@satw.org.