

NATIONAL PARC COMMUNICATIONS PROJECT

SCOPE OF WORK FOR CONTRACTED SERVICES

Project closing date will be Friday July 22, 2022 or until the contractor is selected.

To be considered for the contracted project [please submit materials here](#).

Project Budget for Contracted Services:

\$4,200 paid in 12 consecutive equal monthly installments (\$350/month)

Project Overview:

The purpose of this annual project is to support and enhance the communication of conservation issues and successes of the Partners for Amphibian and Reptile Conservation (PARC) network and our partners related to native amphibians and reptiles of the United States. All products and interactions by the Contractor should advance PARC's mission and be in alignment with PARC's Core Values and Strategic Plan. One of PARC's core values focuses on inclusivity and collaboration. PARC is a network that is open to people of all backgrounds, skills, and perspectives, thus providing a community of practice, which coordinates and cooperates toward mutual or complementary goals. To assist with our [Diversity, Equity, and Inclusion](#) work, this project will be working to create opportunities for engagement from a diverse range of stakeholders and communities.

Project Description and Deliverables:

The Contractor will work with the Executive Committee of PARC's Joint National Steering Committee (JNSC) to manage priorities, direction, and workload. Tasks will also come from the Joint National Steering Committee (JNSC) and national task teams or workgroups, including (but not limited to) the Disease Task Team, the Turtle Task Team, and content related to monthly JSNC Meeting Minutes and the Annual Report:

Working Conditions:

- Fully remote (can work from home).
- Flexible schedule with no fixed amount of hours, except for the approximate 4 hrs/mo for attendance at virtual meetings.
- Interacting with many conservation professionals within the PARC network.
- Working independently with diverse teams.

Weekly Tasks:

- Attend weekly Executive Committee teleconference meetings and record minutes. Review, edit, and finalize meeting minutes.
- Provide communications updates to National Coordinators.

Monthly Tasks:

- Assist the Executive Committee with development and distribution of the monthly Joint National Steering Committee (JNSC) agenda.
- Attend monthly JNSC teleconference meetings and record minutes. Review, edit, and finalize meeting minutes.
- Coordinate with PARC's National Social Media Specialist and assist with occasional development and review of social media posts for PARC's social media platforms.

- Assist with occasional writing, reviewing, and editing content for posting on PARC's website, including PARC award (Visionary Leader and Alison Haskell) announcements.
- As requested, edit and review fact sheets, technical reports, and other products from task teams, JNSC, and/or Executive Committee.
- Coordinate with the National Coordinators and Executive Committee to send communications and announcements on behalf of PARC to the JNSC, Regional and State Co-Chairs, and the PARC listserv.
- Submit a monthly summary and invoice to the Executive Committee.

Additional Tasks:

- Lead the development (in coordination with PARC's Social Media Specialist and Executive Committee) of a written PARC Communications Strategy.
- Coordinate PARC's Annual Report at the end of the calendar year by soliciting, reviewing, and editing content from JNSC members, working groups, and other PARC entities. Work with PARC's Graphic Designer on design and review.
- Record meeting minutes for PARC's annual two day, in-person meeting either via teleconference or in-person. In-person attendance subject to mutual agreement. The meeting is usually held in early to mid-March.
- Provide input on growing PARC's engagement in Amphibian Week through targeted and effective communication strategies. Work with National Coordinators, JNSC, and other PARC groups to develop PARC-specific communications for Amphibian Week (May 1-7).

Qualifications to Produce Project Deliverables:

- Clear and effective communication skills (written and verbal).
- Knowledge of brand guidelines development.
- Copywriting, proofreading, and editing skills.
- Knowledge 508 compliance.

About PARC:

PARC's mission is to forge proactive partnerships that facilitate conservation of amphibians, reptiles, and the places they live.

The work of PARC is centered on five **Core Values**:

1. Our inclusive and collaborative network provides a community of practice wherein cooperation helps drive us toward mutual or complementary goals.
2. We take proactive, responsive, and adaptive approaches to address existing needs and to anticipate newly emerging threats.
3. We uphold scientific integrity through delivery of materials and services based on the best available science and expertise.
4. We value all levels of biodiversity. While our focal species are amphibians and reptiles, we consider our work in the context of maintaining, conserving, or enhancing all levels of biodiversity.
5. We maintain optimism by communicating challenges and needs for herpetofauna in a positive manner, highlighting successes, and looking for opportunities where we can make a difference.

PARC's **Strategic Plan** focuses on goals within three central themes: Network Growth, Habitat Conservation, and Species Conservation. To learn more, please visit: <https://parcplace.org/>