



Ohio's Winding Road seeks a Media & Marketing Independent Contractor

Title	Media & Marketing Support Contractor
Reports To	Media & Marketing Lead Contractor
Supervises	N/A
Hours/Pay	Up to 60 hours/month at \$20-25/hr DOE
Benefits	N/A

About OWR

The OWR Network asks this question for all of its key pillars of work: *What can't we do alone, at all or well, that we could do better together?*

Our Mission: Ohio's Winding Road supports and promotes a new, experience-based economy in the 9-County Ohio's Winding Road Network (Athens, Fairfield, Hocking, Meigs, Morgan, Muskingum, Perry, Vinton, and Washington.) We do this for local residents, producers, and makers, as well as visitors from the larger region. We accomplish this through a cooperative regional brand and a collaborative network of people from different agencies and businesses.

Introduction

We are in search of an enthusiastic, dedicated individual who can work mostly independently to create visual content, such as photography and video storytelling, design of rack cards and other marketing materials, as well as writing and posting social media content. This is a part time, remote contract position that focuses on promotion of experiences and products, while also building the OWR brand to producers and stakeholders in the region and to residents and visitors to the region.

This contract can begin ASAP and runs through December 31, 2022 with the potential for renewal/extension in 2023. Projects can be tailored to your specific interests and the needs of the organization.

Contract Duties

The contractor is expected to contribute to the OWR Media and Marketing Team, which consists of collaborative work with Media and Marketing Lead, (Delia Palmisano of Appalachian Center for Economic Networks/ACEnet), and occasional help from other sub-contractors, Americorps volunteers and OHIO interns.

Depending on the contractor's interests and experience, specific duties could include:

1. Newsletter Creation (Constant Contact)
 - Road Signs: for Stakeholders and Backbone Organizations (quarterly)
 - Sharing Our Appalachia: for Customers and Regional Residents (monthly)
 - Build, organize, and maintain email lists, tags (for newsletters, stakeholder groups, etc.)

2. Social Media Posting, OWR Website & OWR Marketplace Website Maintenance
 - Generate content (photos/video, stories, graphic design)
 - post to social media & Website
 - Update, maintain, and promote OWR's Marketplace Store Website

3. Support of Ongoing OWR Campaigns
 - Annual Holiday Marketplace (Fall, 2022)
 - Seed Grants (Winter, 2023)
 - Guides and Interpreters Pillar through Appalachian Understories (Ongoing)

Required Skills

- Background in Visual Communications, Media Arts or Journalism
- Experience with Adobe Creative Suite (i.e. InDesign, Illustrator, Photoshop, Premiere)
- Strong Communication and Writing Skills
- Ability to Work Independently

Payment

This is an independent contract and does not deduct taxes and does not provide any benefits such as unemployment, worker's comp or routine travel (unless approved in advance). An IRS Form 1099 will be provided by January 30, 2023 for 2022 payments. The contractor is urged to understand Schedule C IRS forms and track business expenses incurred in delivering this contract to reduce personal tax liability.

Invoice to OHCHA with summary of tasks and hours to OWR monthly no later than the first Monday of each month for the previous month's work. Invoice/hours should be submitted via

e-mail to the OWR Network Manager (John Winnenberg: jwinnenb54@gmail.com) and to Big Time Bookkeeping (Candida Stamp: bigtimebookkeeping@gmail.com).

Payment administered by [Ohio Hill Country Heritage Area](#).

To Apply

Send resume, including link to portfolio, cover letter, and two references to Delia Palmisano, deliap@acenetworks.org For best consideration apply by November 1st.