



**The LOR Foundation  
Media Officer  
Jackson, WY**

## **EXECUTIVE SUMMARY**

---

The LOR Foundation, an innovative philanthropic institution working to help enhance livability and quality of life in the Intermountain West, is seeking nominations and applications for the position of Media Officer. In recent years, the foundation has partnered with rural communities in Colorado, Idaho, Montana, New Mexico, and Wyoming to protect the character of their towns and the surrounding landscapes. The Media Officer will partner with a team of communications, program, and technology staff to tell the story of communities throughout the region, to amplify their voices, and to participate in the co-creation of solutions to the challenges they face.

The LOR Foundation is founded on the idea that small, rural communities ought to have the resources, tools, and support they need to create thriving, beautiful places to live and that a philanthropic force can be a catalyst for self-determined, community-led solutions to problems that mutually support social, economic, and environmental wellbeing. Eschewing more traditional models of philanthropy that bring heavy agenda-based funding strategies into communities, the LOR Foundation strives instead to be a regional resource and co-creator of solutions to problems that the community itself identifies, thereby improving Livability, Oppportunity, and Responsibility (L-O-R) throughout the Intermountain West.

Reporting to the Chief Communications Officer, the Media Officer will be an expert storyteller, will be skilled in creative design, and will have a breadth of experience in drafting, editing, and deploying internal and external communication materials. S/he will work closely with grantees, subject matter experts and other key partners to the LOR Foundation as well with program and administrative staff across the organization to amplify the work of local communities in accordance with the foundation's mission.

The Media Officer will be adept at crafting and executing a media and communications strategy. S/he will work with foundation leadership and community partners to write and distribute press releases, place impactful community stories in relevant outlets, and arrange media events. The Media Officer will build relationships with local and national audiences and will have the ability craft grants that support the foundation's communications and programmatic goals. The Media Officer will be based in the foundation's Jackson, WY office and will travel regionally and nationally as needed.

The ideal candidate will have deep knowledge of, and experience with, storytelling, social media, public relations and corporate communications. S/he will know how to leverage and nurture relationships and cover content related to community-driven solutions and technology-focused audiences. S/he will have exceptional communication skills including the ability to craft and disseminate compelling stories, both narratively and visually. S/he will be proactive in identifying platforms that can best amplify the foundation's message and engage relevant audiences. Finally yet critically, the Media Officer will have a passion for preserving the natural resources of the Intermountain West and a commitment to advancing the livelihood and wellbeing of often overlooked, disenfranchised communities.

The search committee is being assisted by Katherine Jacobs, Tamar Datan, and Mira Kline of the Nonprofit Professionals Advisory Group. Please see application instructions at the end of this document.

## HISTORY AND MISSION

---

The LOR Foundation was privately founded in 2007 by Ed Jaramillo and Amy Wyss. Their vision is to work in partnership with rural communities in the Intermountain West to identify and support strategies that invest in local, community-driven solutions to address their greatest challenges. The foundation developed and is pursuing a strategic plan that prioritizes the role of rural communities in addressing their own unique set of problems and community-driven approaches to local challenges and opportunities. With staff embedded in the communities they serve, the foundation is committed to addressing environmental issues related to land use and water quality and to leveraging resources to raise awareness of community challenges and bring new and innovative solutions to communities.

The LOR Foundation is committed to testing innovative strategies, especially through communications and technology, to drive social change and to scale the work that is being done. LOR is not just a funder, it is a partner working in collaboration with rural stakeholders to connect them to resources both within and beyond the foundation that support a local vision for success.

LOR provides expertise, convenes forums, and collaborates with other funding sources to increase overall investment in Colorado, Idaho, Montana, New Mexico, and Wyoming communities. The LOR Foundation's on the ground efforts have helped places revitalize main streets, create opportunities for access to outdoors and recreation, protect clean water supplies, preserve agricultural land and open space, and invest in economic resilience.

## OPPORTUNITIES AND CHALLENGES FACING THE MEDIA OFFICER

---

Working at the LOR Foundation is both a great privilege and a great responsibility. The new Media Officer will join a small and growing team that, while geographically dispersed, shares a strong and singular passion for sustainable progress in the communities they serve.

Reporting to the Chief Communications Officer, the new Media Officer will join a team of program officers and other staff in execution of program efforts. Specifically, the Media Officer will:

- *Develop and implement a media strategy in partnership with LOR Foundation leadership that leverages digital content and social media platforms in a way that is aligned with the foundation's mission, vision, and core values.*
- *Enhance the capacity of the program team and partners to utilize communication materials to engage with relevant stakeholders and develop successful, enduring relationships across sectors.*
- *Discover and reveal compelling stories of innovation, courageous change, and community progress; and broadcast those stories to the audiences that need that inspiration.*
- *Identify innovative platforms and tools and develop and disseminate engaging content that reinforces the foundation's values related to community-led change.*
- *Serve as an ambassador for the LOR Foundation, and proactively build relationships with local, national and philanthropic media and partner organizations.*
- *Build public goodwill and awareness of issues affecting communities in the Intermountain West.*

## QUALIFICATIONS OF THE IDEAL CANDIDATE

---

While no one person will embody all of the qualities enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- A Bachelor's Degree in Journalism, English, or related field;
- Minimum of ten years' experience in journalism, corporate communication, public relations, social media, storytelling, or related field;
- Professional experience managing a variety of social media platforms for an organization, with some experience in paid advertising on social media;
- Demonstrated experience working with and managing relationships with reporters who cover content related to community-driven solutions and technology-focused audiences;
- Excellent writing, editing, analytical, and oral communication skills, including the ability to collect, review, synthesize, and present information and findings in a compelling format both narratively and visually;
- Some experience preferred with InDesign and Photoshop, and Campaign Monitor proficiency as well as basic HTML coding;
- Exceptional organizational and project management skills;
- A balance of patience and persistence that leads to success in unpredictable environments;
- The ability to proactively and independently manage long-distance external and internal relationships;
- Experience leveraging media contacts and partner relationships towards impact; an understanding of the culture and specific challenges faced by various rural communities;
- Accurate and current knowledge about media trends, movements, and tools that capitalize on emerging opportunities to engage and activate local communities and populations;
- Demonstrated ability to develop and implement communication efforts that have impact; the ability to think globally while working locally, representing the LOR Foundation to a variety of stakeholders and intermediaries in a credible and influential way and with a selfless manner focusing on values and the greater good;
- Comfort with and the ability to work effectively within communities, including appreciating historical contexts, discerning nuances of relationships and power dynamics, and respecting community needs and desires;
- An optimistic outlook and the humor, integrity, and patience necessary to work within a transformative environment; and
- A passion for the mission of the LOR Foundation, and a values orientation that aligns with its community-driven philanthropic philosophy.

## APPLICATIONS AND NOMINATIONS

---

More information about the LOR Foundation may be found at <http://lorfoundation.org/>

The search is being led by Katherine Jacobs, Tamar Datan, and Mira Kline of Nonprofit Professionals Advisory Group. Due to the pace of this search, candidates are encouraged to apply as soon as possible. Applications including a cover letter describing your interest and qualifications, your resume (in Word format), salary history and where you learned of the position should be sent to:

[LOR-MO@nonprofitprofessionals.com](mailto:LOR-MO@nonprofitprofessionals.com)

In order to expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.

***The LOR Foundation is an equal opportunity employer and proudly values diversity. Candidates of all backgrounds are encouraged to apply.***