

Northwest Woodlands

Request for Proposals Editor, *Northwest Woodlands* magazine

The Idaho Forest Owners Association, Montana Forest Owners Association, Oregon Small Woodlands Association and Washington Farm Forestry Association are seeking a contractor to provide editing, writing and administrative services for *Northwest Woodlands* magazine (NWW). The quarterly publication reaches 3,500 members and stakeholders of these four nonprofit organizations. It has been a recognized Northwest publication since 1985. The editor is advised by the NWW advisory committee, which includes representation from all four state affiliates.

This position will interact with family forest owners and learn about issues important to this innovative and diverse group of people. The readership is typically not trained in the forestry profession and owns between 10 and 5,000 acres of forestland, with the average being 100 acres. Family forest members represent over 100 occupations and professions ranging from doctors to librarians and engineers to florists.

The future editor should demonstrate qualifications to perform the work described in the Scope of Services, including strong writing, editing and organizing skills, comfort talking with advertisers and the ability to work independently. An understanding of family forestry issues and the goals and missions of the small woodland associations will be considered in the selection. Technical knowledge and understanding of Pacific Northwest forests is a plus.

The publisher (Washington Farm Forestry Association) estimates work requires an average of approximately 12-15 hours per week. Due to the nature of publication deadlines, more hours will be required during certain times; the contractor will schedule their own time to meet these deadlines. The initial term of the contract is anticipated to be one year with extension based on mutual agreement between the parties.

SCOPE OF SERVICES

Editorial

- Research and develop content for quarterly 32-page publication. Each issue focuses on a specific theme; the editor will work on several issues simultaneously.
- Interview family forest owners, those who assist them and other stakeholders to develop content and solicit authors.
- Review and edit articles in coordination with authors, ensuring that the tone and technical content is consistent and reflects the target audience's level of knowledge.
- Maintain editorial balance and quality to ensure content is relevant and each of the four states is represented over time.
- Write articles as needed and as time allows.

- Develop and adhere to a production schedule to meet deadlines.
- Coordinate with the graphic designer for design and printing of the magazine.
- Make numerous editorial decisions and perform other duties as needed to produce the publication.

Advertising

- Work with the *Northwest Woodlands* advisory committee and other members to develop new advertising and ensure appropriate levels of advertising in each issue.
- Maintain existing advertising accounts and communicate with advertisers.

Operations and Finance

- Collaborate with stakeholders who have interest in forest resources and management.
- Reply to requests/emails/phone calls in a timely manner.
- Work with the advisory committee to keep the publication relevant and viable.
- Attend annual events (e.g., field days and conferences) of the participating state organizations as appropriate, and occasionally present reports on the management of the magazine.
- Attend the annual advisory committee meeting and collaborate with the committee to schedule and develop the agenda.
- Develop and monitor the editor's budget and review at least annually with NWW advisory committee.

DESIRED SKILLS AND COMPETENCIES

- The successful candidate will have a minimum of two years of experience providing editorial services for publications and/or natural resource management.
- Preferred skills are editing, writing and the ability to communicate with small woodland owners to understand their informational needs.
- Familiarity with Word, Excel, Zoom, email, texting and web search engines is necessary.
- The editor must be able to travel in the Northwest region.
- The contractor will work from their own office and provide adequate internet and phone communications.

INSTRUCTIONS AND PROPOSAL REQUIREMENTS

Proposal Format

Each proposer must describe how they will meet the requirements of this RFP and may provide additional related information with the proposal. A resume or CV is expected. The proposal will be presented in a format that corresponds to the sections contained in the Scope of Services. The proposer will provide three references from similar projects and three writing samples to demonstrate the ability to communicate with this diverse audience.

Schedule

The RFP is open until April 22, 2022. Top candidates will be interviewed in May and finalists may be invited to give a presentation on their proposal and relevant experience. The editor will be chosen June 1 or when a suitable candidate is found. Work orientation begins with the outgoing editor on August 1. Full responsibility begins on October 1. Notice of any changes to this schedule will be posted at: www.wafarmforestry.com/RFP-Editor-NWWmagazine.

CONTRACT

The advisory committee has budgeted \$7,500/issue for the editor's contract. Additional funds are available for travel and postage.

REVISIONS TO THE RFP

The committee reserves the right to revise, cancel or reissue the RFP in whole or in part, prior to execution of a contract. Any changes will be posted at www.wafarmforestry.com/RFP-Editor-NWWmagazine.

TO APPLY

Please submit materials electronically by 5:00 p.m. Pacific Time on April 22, 2022, to:

Anne Maloney, Editor, *Northwest Woodlands* magazine, annewithnww@gmail.com.

Thank you for your interest.
