



Contract Work Opportunity: Photographer

Overview: The Ice Age Trail Alliance (IATA), a nonprofit member- and volunteer-based organization in headquartered in Cross Plains, Wisconsin is seeking a photographer to help us promote the Ice Age National Scenic Trail.

The Ice Age Trail is a thousand-mile footpath winding through Wisconsin and highlighting the state's world-renowned Ice Age landscape features. The Trail is largely built and maintained by volunteers.

This is a unique opportunity to apply your skills, build your portfolio, and support an outstanding recreational and wellbeing resource.

Description: "A picture is worth a thousand words" is especially true in the case of promoting a National Scenic Trail. Traditionally, Ice Age Trail Alliance staff members and volunteers have had little in the way of professional-grade, "intentional" photography to boost our promotional efforts. Rather, we have relied on whatever images have happened to come to our attention through various channels (e.g., random submissions from volunteers and trail users, images noted on social media, photos taken by staff members as part of whatever project they were "actually" working on).

For this opportunity we are seeking a talented photographer to help us build a substantial image library that will be useful now and for several years after the contract has concluded. The photographer hired for this opportunity will be asked to focus on three projects:

- Organizing and executing photo shoots to yield images depicting a variety of people enjoying the Ice Age Trail in a variety of ways and in a variety of locales and seasons.
- Attending various Alliance events (e.g., our large-scale volunteer trailbuilding events, the awards ceremony at our Annual Conference, school-group outings as part of our Saunters educational initiative) to capture compelling photojournalistic-style images.
- Setting up a library for your images on our file network. All image files included should have both raw and processed versions and should be tagged with appropriate information to enable quick identification by Alliance staff members.

We are NOT looking for someone to go out and shoot landscapes. Candidates for this opportunity must be proficient in promotional and event photography; we will consider it a bonus if the photographer hired also happens to capture some nice scenery shots.

Location: While our office is based in Cross Plains, the photographer hired for this contract must be willing and able to travel to Ice Age Trail segments and event settings throughout Wisconsin.

Start date: January 15, 2017

End date: October 31, 2017

These dates may be adjusted based on contractor availability.

Compensation: \$2,500 payable in three installments at the start, mid-point, and end of the contract.

Qualifications: Successful applicants:

- must be experienced in event and promotional photography.
- must possess a positive demeanor that will put your subjects at ease.
- must possess your own professional-grade photography and image-processing equipment (camera, lenses, lighting, computer with image-processing software).
- must be available on nights and weekends.
- must possess a valid driver's license and have reliable personal motorized transportation.

Expectations: At the end of the contract you will provide image files to the Alliance from:

- Six one-day photojournalistic-style event shoots spread throughout the four seasons. The events will be identified and assigned by Alliance staff (in collaboration with the photographer) at the start of the contract; there is some flexibility in terms of which events shall be covered.
- Six one-day promotional-style staged shoots spread throughout the four seasons. Shoot dates and locations shall be identified and by the photographer in collaboration with Alliance staff.

TO APPLY

Candidates should email (i) their resume, (ii) cover letter stating relative experience, and (iii) link to your portfolio to the address below by Friday, January 13, 2017.

Email to:

Ice Age Trail Alliance
Attn.: Luke Kloberdanz, Director of Outreach and Education
2110 Main Street
Cross Plains, WI 53528
luke@iceagetrail.org

The Alliance is committed to a policy of equal opportunity for all employees. It is our policy to seek and employ the best qualified personnel in all positions, to provide equal opportunity for advancement to all employees in a manner that will not discriminate against or give preference to any person because of race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, or any other basis prohibited by state or federal law.

Further, the Alliance is committed to providing a productive work environment in which employees are treated with courtesy, respect, and dignity, and one that is free from any form of discrimination or harassment, including sexual harassment. The Alliance prohibits and will not tolerate any form of unwelcome discriminatory or harassing behavior by employees, supervisors, customers, citizens, vendors, agents, or volunteers. Discriminatory and/or harassing behavior based on an individual's race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, military service, marital status, arrest or conviction record, physical or mental disability, or any other basis prohibited by state or federal law violates this policy.