



Job Opening: Mobile Tour Team

Position:

Green Living Project Mobile Tour Team

Company Overview:

Green Living Project™ (GLP) is the leading media production and marketing company showcasing sustainability initiatives around the globe. Through high-definition video, photojournalism, and unique stories, GLP aims to educate and inspire individuals and communities on the importance and benefits of sustainable living.

To date, GLP has successfully documented over 60 projects across 17 countries in Africa, South America, and most recently North America. Project partners include leading aid organizations (CARE, UNDP), conservation organizations (African Wildlife Foundation, The Gorilla Organization), tourism boards (Rwanda Tourism, South Africa Tourism, Ecuador Tourism), travel companies (Earthwatch Institute), eco-lodges (Yachana Lodge), and much more.

In addition to the media production services, GLP also markets and promotes the projects through its website, social media properties, Education Program and Curriculum, and popular annual North American “Event Series”. In 2009 GLP launched its first Mobile Tour, traveling throughout the U.S. to give its latest presentation, “Sustainability Across South America,” to K-12 schools, colleges, graduate schools, and retail venues. Key partners and sponsors include Sierra Designs,, Recreational Equipment Inc. (REI), African Wildlife Foundation, Mexico Tourism, Earthwatch Institute, Green Festival, Adventures in Travel Expo, Timberland, Gregory Mountain Products, and Keen Footwear. For more information, please visit: www.greenlivingproject.com, Facebook, Twitter, and YouTube

Job Opening Overview:

Green Living Project™ (GLP) is seeking hard working, talented, and success-motivated individuals or working professionals for our Mobile Tour team. The Green Living Project™ Mobile Tour will visit schools (K-12, college, graduate), specialty retail stores, regional festivals and trade shows, zoos and aquariums, outdoor/recreational clubs, community centers, and more. The Mobile Tour will give GLP’s sustainability presentations to the important youth and active-lifestyle markets in order to educate and inspire them on the importance of global sustainability and giving back or volunteering with communities around the globe. In addition, this individual or team will work closely with the GLP team to develop a strategic plan for the “GLP Mobile Tour Program”. Initial research areas include: tour planning and scheduling, expense forecasting, competitive analysis, partnership opportunities, grass roots marketing efforts, staffing requirements, sponsorship, social media, and more.

Ideally the team will consist of a couple or close friends willing to travel, camp and present together, although a qualified individual may also be considered. We are specifically looking for entrepreneurial-focused individuals with a passion for multi-media, global sustainability, and a background in education. The Mobile Tour Team is composed of seasoned professionals in education, teaching, community outreach, science, conservation, and global sustainability initiatives. The team will travel and document their journey through written updates and photography from the field and promote the tour through a GLP affiliated webpage (Facebook, blogs, etc.). Through the Team’s expertise, the Mobile Tour also promotes Green Living Project’s unique and highly regarded Education Program & Curriculum that allows students of all ages to monitor, track, and interact with GLP’s future domestic and international media expeditions focused on documenting unique and successful sustainability-related initiatives. The team will also need to exemplify a sustainable lifestyle, with an enthusiasm for the outdoors and a willingness to camp as often as possible along the route.

Green Living Project™ has developed the mobile event tour for these primary reasons: To reach more people and expand the GLP customer base via 150+ new venues and events across the U.S. and Canada, to expand and incorporate the GLP Education Program and Curriculum with events and school venues across North America, and to inspire as many people to incorporate sustainable practices into their daily lives.

Job functions:

Event marketing and planning, grass roots marketing, teaching, education programs, market research and planning, sustainable living and travel, photography, writing/blogging, videography and video editing.

Key benefits:

- Interesting marketing challenge – create a North American mobile event tour
- Diverse learning experience: marketing, business, event planning, education
- Travel opportunity— camp and travel the U.S., learning about sustainability and promoting sustainable living
- Flexible project work schedule (no. hours, days per week, etc)
- Unique, fast-growing media production and marketing company

Key requirements:

- Strong background in education or teaching (At least one member of the team should have some level of teaching experience)
- Video production and post-production skills
- Must be comfortable speaking to large groups and adapting presentation according to audience
- Strong marketing, event marketing, and/or grass roots marketing experience
- Proven track record in marketing, business, education, or event management
- Background in multi-media, sustainability, and/or travel industries is a plus

Additional information:

- Dates: Immediate hiring
- Starting location: TBD
- Commitment: Full-time, Contract dependent through 2011
- Vacation: Vacation dates TBD
- Compensation: TBD

Contact Information:

Please send resumes to jason@greenlivingproject.com; www.greenlivingproject.com