

PR Contract Position — Northwest Marine Trade Association (NMTA)

Public Relations Contractor | Seattle, WA | Seasonal/Year-Round Contract

About NMTA

The Northwest Marine Trade Association (NMTA) is the nation's premier regional recreational marine trade association, representing 600 marine businesses across the recreational boating ecosystem, including boat dealers and brokers, manufacturers, fishing, retail, service providers, marinas and boatyards. We produce the Seattle Boat Show, Anacortes Boat & Yacht Show and champion the growth of recreational boating throughout the northwest. The NMTA and the Seattle Boat Show will celebrate their 80th anniversaries in 2027. Learn more at www.nmta.net.

The Opportunity

We're looking for a Pacific Northwest-based public relations contractor or firm to help us earn meaningful and measurable media coverage — TV, radio, print, online, trade media - across three distinct seasons of activity. This is a hands-on, in-the-field role that requires showing up: on the water with on-air hosts and photographers, on the show floor at the Seattle Boat Show, and wherever the story is.

If you know PNW media, love being on boats, and can write a compelling newsletter as easily as you can pitch a morning show producer, we want to hear from you.

What You'll Do

Seattle Boat Show (November – February)

- Drive earned media coverage in the lead-up to and during the Seattle Boat Show
- Coordinate on-site media visits, interviews, and live segments
- Pitch TV, radio, print and online outlets on show features, exhibitors, and storylines
- Serve as a media liaison on the show floor

Grow Boating Campaign (May – September)

- Develop and pitch positive "grow boating" story angles to media outlets

- Coordinate on-water experiences for on-air hosts, producers, photographers and influencers
- Build relationships with outdoor, lifestyle, and news media contacts across the region
- Identify and develop compelling human-interest and community boating stories

WaterLife Newsletter (Year-Round)

- Write NMTA's bi-weekly member newsletter, *WaterLife*
 - Develop editorial calendar and story ideas in collaboration with NMTA staff
 - Craft clear, engaging content relevant to marine industry members and boating enthusiasts
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What We're Looking For

Strong candidates will have:

- Established relationships with PNW TV, radio, print, online, trade media contacts
- Experience coordinating event PR, media days, or on-location press activities
- Experience with organic social media and relationships with influencers
- A portfolio of earned media placements and/or published writing samples
- Ability to work on-site at the Seattle Boat Show and on the water during media activations
- Passion for or experience in the marine, outdoor recreation, or boating industry (a big plus)

This role is a great fit if you:

- Are Seattle/PNW-based and available for in-person work
 - Thrive in a seasonal, project-based contract structure
 - Can work independently and manage your own pitching calendar
 - Have a strong writing voice and can adapt it across newsletter, pitch, and press release formats
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Compensation

This is a contract (1099) position. Compensation is commensurate with experience, up to \$40,000 annually depending on scope.

How to Apply

Show us your work

We're not asking for a proposal at this point. Send your capabilities deck to jobs@nmta.net as well as any case studies or portfolio samples that demonstrate you're a great fit for this opportunity. Relevant samples might include:

- Earned media placements you've secured (TV segments, print stories, radio features, online)
- Newsletter or editorial writing samples
- Press releases, media pitches, or campaign summaries

We'll follow up with promising candidates to learn more.

NMTA is an equal opportunity employer. We welcome applicants from all backgrounds who share our passion for boating and the Pacific Northwest waterway lifestyle.