



## Communications Manager

*A full time position*

### **Background:**

Mountain BizWorks (MBW, [mountainbizworks.org](http://mountainbizworks.org)) is a non-profit certified community development financial institution (CDFI) that provides tailored small business lending and peer learning services across Western North Carolina. We do this towards a mission of building a vibrant and inclusive local economy.

In the past five years Mountain BizWorks has significantly expanded its small business lending and business education services across Western North Carolina. As Mountain BizWorks has grown, so has its marketing needs. We are seeking a communications professional who can champion the stories of local entrepreneurs who have received assistance from Mountain BizWorks and share the opportunities Mountain BizWorks is offering with the broader community of Western North Carolina.

### **Purpose**

The overarching goal of the Communications Manager position is to lead and manage Mountain BizWorks' communications activities in a manner that furthers our mission and our strategic and programmatic goals.

### **Key Responsibilities**

- Elevate MBW's brand recognition, product awareness, and measurable stakeholder engagement within our target audiences through consistent and relevant content creation (especially storytelling), distribution, and audience interaction
- Proactively harvest and produce relevant stories of impact, client success, local economic development, and other stories of interest that help advance our strategic goals
- Maintain and manage the organization's communications calendar, and work closely with the management team to align the calendar to support the organization's strategic efforts
- Lead the design and implementation of MBW's core communications program, including:
  - Creating regular client profiles/success stories
  - Produce the main monthly BizNews e-newsletter, the quarterly Lending Update and Investor Update e-newsletters, and special e-blasts as needed
  - Manage MBW's social media accounts: Twitter, Facebook, Instagram; where appropriate, provide direction to other MBW staff to help provide content, or to effectively integrate MBW into their individual social media presence
  - Keep the MBW website updated (other than the class calendar which is maintained by the Learning Dept.)
  - Produce quarterly class flyers or other promotional materials using consistent templates
- Ensure consistent organization-wide communications that is professional, on-message, and on-target; this includes honing our voice and ensuring clear brand and style standards
- Provide technical assistance and resources to MBW microloan clients related to small business communications, media relations, and social media topics
- Maintain excellent media relations and appropriate coverage of MBW services, initiatives, and other relevant stories; provide media relations support such as press releases, press events, etc.
- Assist in communicating MBW's impact both through sharing the compelling stories of our diverse community of clients, quantitative measures, and other approaches
- Provide communications support to the Development program, especially content and editing support for grant proposals/reports, investor and donor communications
- Track key communications metrics, identify opportunities for continual improvement, and report monthly to MBW management
- Manage internal communications assets (key contact databases, photos, videos)
- Maintain our events tabling materials/kit so that these are stocked and organized when needed by staff
- Provide support to management and key program staff in developing effective communications

plan/strategies for specific projects and initiatives and integrating these into the overall communications calendar

- Assist with design, development and production of MBW marketing materials and manage third-party communications and marketing vendor relationships when needed
- Take an active role in occasional MBW events, including providing event management and communications, documentation (photo/video), and overall ensuring events are consistent with the MBW brand and provide a great experience
- Represent Mountain BizWorks in a professional and effective manner at events when needed
- Other communications and organizational duties as assigned

### **Qualifications and Experience**

- Commitment to MBW's Vision, Mission, and Values and passion for the work we do
- At least three years of demonstrated experience implementing similar organizational communication activities
- Successful experience writing, editing, and other content creation for both print and online media, including through a storytelling approach
- Exceptional written and oral communication skills; the ability to effectively communicate in one-on-one and in group settings; and experience communicating to diverse communities and stakeholders
- Understanding of media relations, including proactively building relationships with key reporters and editors, and achieving well-positioned story placement
- Experience managing a comprehensive communications and marketing program
- Excellent interviewing and active listening skills
- Strong computer proficiency including Microsoft Office and Google suite
- Graphic design skills sufficient to produce basic flyers, social media graphics, and other assets consistent with the organization's style standards
- Communicates in a professional and friendly manner with co-workers, clients, partners, the public
- Desire for continual learning and adaptable as best practices in communications and development evolve and change
- Understanding of the needs and challenges of starting and growing a small business is a plus
- Self-driven initiative and performance of the highest quality, with keen attention to detail.
- Ability to work with clients and partners from various backgrounds.
- Ability to work independently as well as with teammates and to effectively manage time.
- Flexibility to manage the variety of tasks and responsibilities of the position.
- Availability to participate in occasional evening and weekend events across the MBW service area

**Reporting Relationship:** Reports to Community Investments Manager

### **Compensation & Benefits:**

Mountain BizWorks provides a competitive salary. This is a full-time salaried position with a FLSA classification of Exempt and offers a benefits package, including: medical insurance; retirement plan; and paid vacation and holidays.

Mountain BizWorks values and respects all types of diversity and strongly encourages applicants from traditionally marginalized groups to apply. We prohibit discrimination and harassment and provide equal employment opportunity without regard to, and not limited to, ethnicity, religion, race, national origin, abilities, gender identity, sexual orientation, age or genetic information.

### **To Apply:**

Qualified/interested candidates should email their resume and cover letter to Moriah Heaney at [moriah@mountainbizworks.org](mailto:moriah@mountainbizworks.org). Subject line should read "Communications Manager Position"