



## **Growing Outdoors Communications Specialist**

*A part-time independent contractor position*

### **Background:**

The Growing Outdoors Partnership represents a collaborative regional approach to expanding Western North Carolina's (WNC) outdoor industry. The project leverages assets within the region's communities including a skilled workforce, manufacturing heritage, extraordinary outdoor resources, and more to advance this emerging sector and result in measurable job creation, investment, and entrepreneurship impacts. Importantly, the project supports timely economic diversification in WNC's communities, with recreation playing a critical role in supporting rural communities through numerous economic challenges including the COVID-19 pandemic. The lead facilitator and fiscal agent for the Partnership is Mountain BizWorks.

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 entrepreneurial community in Western North Carolina by helping small businesses start, grow, and thrive. When small businesses succeed, we all prosper.

### **Purpose**

To drive the success of the region's outdoor recreation sector, Mountain BizWorks is contracting for a Growing Outdoors Communications Specialist position primarily dedicated to supporting two communications campaigns:

- 1) The launch and ongoing activation of a **new outdoor industry brand for WNC** centered around storytelling that lifts up how our people, places, and companies have been shaped by the mountains here. This brand will publicly launch on 5/18 after a stakeholder engagement event series in April.
- 2) Promotion of the **2021 Outdoor Economy Conference**, which will be held in WNC October 12-15, 2021; this the 4th year of this event, which connects, educates, and inspires leaders and doers working to grow the outdoor industry and craft an economy that's intimately tied to the well-being of their places and communities

This is a temporary 20 hour/week, contractual position through 10/31/2021.

### **Key Responsibilities**

Key responsibilities of the Growing Outdoors Communications Specialist include:

- Elevate the new WNC outdoor industry brand's recognition, campaign awareness, and engagement within our target audiences through consistent and relevant content creation, distribution, and audience interaction.
- Produce a series of storytelling pieces that highlight iconic individuals, companies, and communities that have been shaped by the mountains of WNC
- Secure content for and maintain a digital Asset Library with WNC outdoor recreation photos, videos, and brand assets (logos, brand guidelines, and storytelling content) that companies and communities in WNC can use to promote themselves and their places as being part of the East Coast Hub for Outdoors here in WNC.
- Ensure that the new WNC outdoor brand's WordPress website remains up to date and full of relevant content, including publishing and promoting new storytelling pieces on the website and to newsletter/social according to content and communications calendar.
- Effectively promote the 2021 Outdoor Economy Conference, through
  - Outdoor Economy Conference WordPress website development/management
  - Mailchimp Newsletters (bi-weekly April-August, then weekly through September and

- October)
    - Social Media Publishing/Management/Engagement, including ensuring that partners, presenters, and sponsors are tagged and recognized, and their additional reach effectively leveraged.
    - Development of digital and physical conference communication materials for both internal and external use
- Support the Growing Outdoors leadership team in the development and implementation of the organization's overall communications calendar
- Engage through consistent communications that are professional, on-message, and on target; this includes honing our voice and ensuring clear brand and style standards
- Track key communications metrics, identify opportunities for continual improvement and report regularly to the Growing Outdoors team
- Lead design, development, and production of Growing Outdoors marketing materials and support the coordination of third party communications
- Provide media relations support such as writing press releases, and holding press events, etc.
- Manage internal communications assets (photos, videos, presentations)
- Take an active role in occasional Growing Outdoors and WNC outdoor brand events, including providing event management and communications, documentation (photo/video), and help to ensure events are consistent with the Growing Outdoors brand as well as the new outdoor industry brand and provide a great experience
- Represent the Growing Outdoors Partnership and Mountain BizWorks in a professional and effective manner at events when needed

### **Qualifications and Experience**

- At least five years of demonstrated experience implementing similar organizational communication activities
- Bachelor's degree in marketing, communications, or equivalent
- Self-driven initiative and performance of the highest quality, with keen attention to detail
- Successful experience writing, editing, and other content creation for publication in print and online media
- Experience utilizing multi-channel marketing
- Ability to transform knowledge, data, analytics, and experiences into powerful written, video, and digital marketing messages while disseminating them to appropriate audiences/channels
- Demonstrated experience creating case studies and written storytelling pieces
- Excellent interviewing and active listening skills
- Demonstrated effectiveness in writing and promoting newsletter campaigns via MailChimp or similar tools
- 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
- Expert level of computer proficiency including Microsoft Office and Google suite
- Demonstrated graphic design experience with expert level proficiency in Adobe Creative Cloud Suite programs (Photoshop, Illustrator, InDesign, etc)
- WordPress web development/site management proficiency, as well as web and social analytics experience
- Highly organized and able to manage and keep up to date databases and content libraries such as the Asset Library for the new WNC outdoor brand
- Project management experience, coupled with organizational, time management, and multi-tasking skills, successfully handling multiple priorities simultaneously while meeting deadlines both independently and in coordination with colleagues and community partners
- Communicates in a professional and friendly manner with co-workers, clients, partners, and the public
- Ability to work with clients and partners from various backgrounds
- Availability to participate in occasional evening and weekend events across WNC
- Commitment to the [Growing Outdoors](#) and Mountain BizWorks [Vision, Mission, and Values](#) and passion for the work we do

**Reporting Relationship:** Reports to Director of Sector Development

**Compensation:**

Compensation for this position is budgeted at \$2,500/month.

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 opportunities 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 application materials to Noah Wilson, Mountain BizWorks Director of Sector Development, at [noah@mountainbizworks.org](mailto:noah@mountainbizworks.org). The application should include a cover letter and resume/CV as well as a portfolio of and/or links to relevant prior work.

The subject line should read "Communications Specialist Application from [Your Name]".

We will begin reviewing applications on April 9th and will continue to review submissions on a rolling basis until filled.