



## Growing Outdoors Communications and Brand Manager

**Status:** Full-time, Salary Exempt

**Reports to:** Director of Sector Development at the Asheville, NC office

**Work Location:** Mountain BizWorks serves the mountains region of North Carolina with offices in Asheville and Boone. We also have a hybrid work environment which enables remote work opportunities throughout the WNC region. This position has flexibility to be based out of either of our fixed offices or to use a hybrid approach.

### About Mountain BizWorks and the Growing Outdoors Partnership:

Mountain BizWorks ([www.mountainbizworks.org](http://www.mountainbizworks.org)) is a non-profit passionate about serving Western North Carolina as a certified community development financial institution (CDFI) that provides tailored small business lending and peer learning services. Our mission is to build a vibrant and inclusive entrepreneurial community in Western North Carolina by helping small businesses to start, grow, and thrive. When small businesses succeed, we all prosper.

Mountain BizWorks is seeking to create a diverse work culture that closely matches the diversity of our client base and the communities we support. Our seven core values are modeled by our team and incorporated throughout business operations: collaboration, entrepreneur-centric, equity, inclusivity, local, stewardship, and sustainability.

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. Mountain BizWorks is the lead facilitator and fiscal agent for the Partnership.



### Purpose:

To drive the success of the region's outdoor recreation sector by supporting the Growing Outdoor Partnership and communications campaigns:

- 1) The ongoing activation of the [WNC MADE X MTNS brand](#) centered around storytelling that lifts up how our people, places, and companies have been shaped by our mountains
- 2) Promotion of the [Outdoor Economy Conference](#), held each year in Cherokee, NC and drawing an audience from around the country. This event 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.



## Position Responsibilities/Essential Functions:

### **Graphic Design**

- Lead design, development, and production of Growing Outdoors marketing materials and support the coordination of third party communications, production, and graphic design support.
- Development of digital and physical Outdoor Economy Conference communication materials for both internal and external use.

### **Project Management**

- Provide detailed KPI reporting on a weekly, monthly, and quarterly basis.
- Manage and track marketing budgets.
- Track key communications metrics, identify opportunities for continual improvement and report regularly to the Growing Outdoors team.

### **Social Media**

- Create and send Outdoor Economy Conference Mailchimp Newsletters (weekly April-July, then twice weekly August through October).
- Outdoor Economy Conference Social Media Publishing/Management/Engagement, including ensuring that partners, presenters, and sponsors are tagged and recognized, and their additional reach effectively leveraged.
- WNC MADE X MTNS social media publishing/management/engagement, including twice-weekly posts and the development and management of a master social media calendar

### **Wordpress Website Management**

- Ensure that the WNC MADE X MTNS 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.
- Outdoor Economy Conference WordPress website development/management including ticketing form management through Gravity Forms, page editing/creation and management using the Elementor CMS, and regular content updates throughout the year.

### **Communications & PR**

- Support the Growing Outdoors leadership team in the development and implementation of the organization's overall communications calendar.
- Provide media relations support such as writing press releases, and holding press events, etc.
- Engage through consistent communications that are professional, on-message, and on target; this includes honing our voice and ensuring clear brand and style standards.

### **Brand Management**

- 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.
- Secure content for and maintain a digital Asset Library with WNC outdoor recreation photos, videos, and brand assets (logos, brand guidelines, and

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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 Outdoor Industry here in WNC.

- Manage the design, manufacture, and distribution of branded merchandise. This process also includes working with local brands on collaborative releases.
- Take an active role in occasional Growing Outdoors and WNC MADE X MTNS 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.
- Manage internal communications assets for the Outdoor Economy Conference (photos, videos, presentations).

## Storytelling

- Produce a series of storytelling pieces (1-2/month) that highlight iconic individuals, companies, and communities that have been shaped by the mountains of WNC.

## Minimum Required Education, Skills, and Attributes:

- At least five years of demonstrated experience implementing similar organizational communication activities, a bachelor's degree in marketing, communications, or related field, or a combination of equivalent experience and education.
- Must live in [Western North Carolina](#), or be willing to relocate here.
- Self-driven initiative and performance of the highest quality, including 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 effectiveness in writing and promoting newsletter campaigns via MailChimp or similar tools.
- Exceptional written and oral communication skills; excellent active listening 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 high 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 databases and content libraries.
- Project management experience, coupled with organizational, time management, and multi-tasking skills.
- Ability to work with clients and partners from various backgrounds.
- Availability to participate in occasional evening and weekend events across WNC.
- Commitment to Mountain BizWorks' [Vision, Mission, and Values](#), and passion for the work we do.



### Other (Supervisory Responsibilities, Schedule, Travel):

- This position has no supervisory responsibilities.
- Normal business hours are 9am - 5pm with opportunities for flexibility; however, this position may require weekend and/or evening work to accommodate the services offered by Mountain BizWorks & the Growing Outdoors Partnership.
- This position may require up to 50% travel within Western North Carolina. Occasional overnight travel may be required to attend meetings, seminars, and events.

### Physical Demands & Work Environment:

- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Work Environment/Physical Demands: position duties are performed in a typical office environment, with minimal exposure to excessive noise or adverse environmental issues. The employee may occasionally be asked to assist with event set up, which could include a setting with loud noises and the need to lift and/or move up to 25lbs.

### Compensation & Benefits:

Anticipated starting salary of \$45,000 - \$50,000, based on skills and experience.

- Medical insurance plans
  - 80% of employee medical paid by employer
  - family coverage paid by employee
- Dental, vision & supplemental insurance options
  - 100% employee paid
- Retirement plan
- 10 paid holidays
- Paid Time Off (PTO):
  - Earn 18 days/year the 1st year of employment
  - Earn 24 days/year after 1st year of employment
- Professional Development Fund
- Sabbatical Leave Program
- Self-Care Fund
- Flexible schedule opportunities, as permitted by the role and workload

### How to Apply:

Qualified/interested candidates should **email** their resume and cover letter to [careers@mountainbizworks.org](mailto:careers@mountainbizworks.org) with the subject line "**Growing Outdoors Communications and Brand Manager**". Initial responses to this opportunity are requested by **9:00am on Monday, October 11th, 2021** with the position remaining open until filled thereafter.

*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.*