



WNC MADE X MTNS Program Director

Status: Full-time | Salary, Exempt

Reports to: Director of Sector Development

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.

About Mountain BizWorks & the MADE X MTNS Partnership:

Mountain BizWorks (www.mountainbizworks.org) is passionate about serving Western North Carolina as a non-profit community development financial institution (CDFI) providing 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: equity, inclusivity, collaboration, stewardship, sustainability, entrepreneur-centric, and local.

The [MADE X MTNS 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:

The overarching goal of the WNC MADE X MTNS Program Director is to lead outdoor economy-based initiatives to expand entrepreneurship and economic opportunity in Western North Carolina through directing Mountain BizWorks' outdoor recreation sector activities under the Accelerating Outdoors POWER grant, with a specific emphasis on outdoor community development and regional outdoor recreation branding and marketing. This is a temporary full-time, grant-supported position through 9/30/2024 and will require ongoing program development to ensure sustainability.



Position Responsibilities/Essential Functions:

1. Provide capable management and direction for the MADE X MTNS Outdoor Communities and Regional Marketing strategies (detailed in Key Responsibilities 3 and 4 below).
2. Provide effective leadership for and oversight of the MADE X MTNS team members (currently 2 FTEs), ensuring clear direction, support, and accountability to consistently meet program and grant objectives and to foster strong team alignment and engagement.
 - a. Be a responsive and empathetic manager that promotes a professional, positive, and engaged lending team dynamic.
 - b. Assist in establishing and communicating clear and appropriate performance objectives for team members, conduct semi-annual performance reviews, provide accountability, and provide support for training and professional development.
 - c. Serve as an active and collaborative member of the larger Sectors leadership team at Mountain BizWorks.
3. Oversee the successful implementation of the Building Outdoor Communities program, to carry out the following:
 - a. Refine a draft Comprehensive Community Asset & Investment Framework and Assessment Tool.
 - b. Conduct Outdoor Recreation Community Analysis and Project Prioritization.
 - c. Work with Appalachian State University to implement Regional Outdoor Infrastructure Utilization and Economic Assessment Tool & Trainings.
 - d. Support the BOC Specialist in leading regional workshops and trainings, supporting community working groups, providing direct technical assistance to communities, and engaging with regional partners including contractors.
 - e. Develop a Leverage Fund and Award Process for Project Investment Readiness Technical Assistance.
 - f. Supporting the Outdoor Diversity, Equity, and Inclusion Working Group and Outdoor Equity Fund, including managing contract Working Group Facilitator.
4. Oversee the implementation and promulgation of regional brand, WNC MADE X MTNS, to carry out the following:
 - a. Develop and implement brand marketing and community engagement strategies.
 - b. Implement content development, asset library, & storytelling programs, highlighting regional outdoor heroes and WNC outdoor products and assets.
 - c. Engage communities and companies on how to use the brand system, and help them integrate the brand's premises into their own messaging and communications.
 - d. Lead a regional "Buy Local" campaign with outdoor retailers to ensure that WNC-made outdoor gear is highlighted and easily found at local retail locations.
 - e. Develop a long-term plan and strategy for the brand that can ensure its continued use after the Accelerating Outdoors grant is complete.
5. Work closely with the MBW Director of Sector Development to carry out a successful and self-sustaining annual [Outdoor Economy Conference](#).
 - a. Serve as a core member of the Conference planning team
 - b. Be responsible for a significant portion of the Conference work plan



6. Work closely with the MBW Director of Sector Development and other project team members and core partners, to ensure that outdoor recreation industry companies in WNC have the support they need to start, grow, and thrive.

Additional Responsibilities:

- Maintain a high level of engagement with the broader outdoor community to help ensure strong brand awareness with key funders/partners (both regional and national) and an understanding of national outdoor economy development trends and best practices.
- Support development of a regional outdoor recreation economy organization, the WNC MADE X MTNS Partnership, that can continue to carry out this outdoor recreation economy development work for WNC after the current ARC POWER grant is complete.
- Bring an entrepreneurial approach, identifying and developing effective models for client impact and program earned revenue.
- Work to continually refine and increase the efficiency of program procedures, including where advantageous, implementing supporting technology.
- Support Mountain BizWorks' efforts to expand lending and learning services for the outdoor industry in WNC:
 - Serve as a resource and connector to expertise for the Lending Department, including learning about lending program options and being able to refer potential clients as appropriate.
 - Help identify potential business advisors, mentors, and coaches within the outdoor industry
 - In a limited capacity, provide or coordinate coaching and mentoring for select clients of Mountain BizWorks, in coordination with Learning Department staff.
- Assist in building out and managing outdoor sector stakeholder contact databases.
- Assist with annual and ongoing collection and tracking evaluation of program effectiveness and organizational community impact data
- Represent Mountain BizWorks and the MADE X MTNS Partnership professionally and effectively at outreach/networking events, in collaborative projects, and other settings
- Assist with identifying client and community impact success stories.

Minimum Required Education, Skills, and Attributes:

- Commitment to [Mountain BizWorks' vision, mission, and values](#).
- Must live in [Western North Carolina](#), or be willing to relocate here.
- A proven track record of success, and at least 5 years of direct experience in place-based economic development, outdoor community development, and outdoor recreation industry/outdoor community branding & activation.
- A passion for small business and building a vibrant and inclusive local economy.
- Demonstrated brand building abilities and experience, including ability to convincingly convey innovative new concepts to audiences from various backgrounds and perspectives, including rural, BIPOC, and outdoor industry leaders.
- Extensive experience in project development, management, grant writing, reporting, and organizational partnerships.



- Excellent written and verbal communication skills, in both 1:1 and group settings including public speaking to small and large audiences.
- A collaborative team player who is both self-directed and collaborative.
- An innovative problem solver, flexible and capable of adapting to changing priorities.
- A creative and strategic thinker, with sound organizational development and planning skills.
- Experience directing large-scale events and conferences
- An entrepreneurial spirit, a commitment to excellence and a bias for action.
- Orientation to partnerships and collaborations with other organizations.
- Familiarity with and work experience in Western North Carolina is preferred.

Other (Supervisory Responsibilities, Schedule, Travel):

- This position supervises two positions.
- Normal business hours are Monday - Friday, 9am - 5pm with opportunities for flexibility; however, this position may require weekend and/or evening work to accommodate events and/or the services offered by Mountain BizWorks.
- This position requires frequent travel within Western North Carolina and occasional overnight travel outside the region.
- Work From Home/Remote Work is available, but the position requires a minimum of 1-2 days per week of in-office presence in Asheville in order to facilitate team collaboration and connectivity.

Physical Demands:

- 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 will be involved in on-trail/water activities including hiking, cycling, paddling, and event/tradeshows setup including lifting heavy booth items.

Compensation & Benefits:

Anticipated starting salary of **\$67,000**.

- 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
- 9 paid holidays; 1 day of service



- 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 with the subject line "**WNC MADE X MTNS Program Director**". Initial responses to this opportunity are requested by **9:00am Eastern on Tuesday, May 31st, 2022**, 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.