



Communications Manager

Status: Full-time | Salary Exempt

Reports to: Executive Director

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:

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.

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.

Position Responsibilities/Essential Functions:

- Elevate Mountain BizWorks' 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 Mountain BizWorks' core communications program, including:
 - Create 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 Mountain BizWorks' social media accounts: Twitter, Facebook, Instagram; where appropriate, provide direction to other Mountain BizWorks staff to help provide content, or to effectively integrate Mountain BizWorks into their individual social media presence.
 - Keep the Mountain BizWorks website updated (other than the class calendar which is maintained by the Learning Department).
 - Produce quarterly class flyers or other promotional materials using consistent templates.
- Ensure consistent organization-wide communications that is professional, on-message, and ontarget; this includes honing our voice and ensuring clear brand and style standards.
- Provide technical assistance and resources to Mountain BizWorks microloan clients related to small business communications, media relations, and social media topics.
- Maintain excellent media relations and appropriate coverage of Mountain BizWorks services, initiatives, and other relevant stories; provide media relations support such as press releases, press events, etc.
- Assist in communicating Mountain BizWorks' 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 Mountain BizWorks management
- Manage internal communications assets (key contact databases, photos, videos).
- Maintain Mountain BizWorks' 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.
- Maintain Mountain BizWorks brand standards and enforce consistency across the organization.
- Serve as the main point person for the Mountain BizWorks' website(s).
- Maintain and foster relationships with Western North Carolina media.
- Coordinate and produce public relations related materials.



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.
- 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.
- Strong 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, and the public.
- Strong technical ability, specifically with website management (Wordpress, Elementor).
- Experience with email marketing, designing emails, campaign, and segmentation.
- Experience with brand building and brand development.
- Desire for continual learning and adaptability as best practices in communications and development evolve and change.
- 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 [Mountain BizWorks service area](#).
- Understanding of the needs and challenges of starting and growing a small business is a plus.

Other (Supervisory Responsibilities, Schedule, Travel):

- This position has no supervisory responsibilities.
- Normal business hours are Monday - Friday, 9am - 5pm with opportunities for flexibility; however, this position may require some weekend and/or evening work to accommodate the services offered by Mountain BizWorks.



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 may occasionally lift and/or move up to 10 pounds.

Compensation & Benefits:

Anticipated starting salary range of \$45,000 - \$52,000 depending 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
- 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 "**Communications Manager**". Initial responses to this opportunity are requested by **9am Eastern on Monday, August 8th, 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.