



## JOB DESCRIPTION

**Job Title:** Program Manager  
**Reports To:** Executive Director  
**Effective Date:** February 1, 2020  
**Approved by:** Executive Director

### **Purpose:**

The purpose of the Blue Ridge National Heritage Area Program Manager position is to oversee the implementation of the Blue Ridge National Heritage Area's natural and cultural trails initiatives, including the Blue Ridge Craft Trails, Blue Ridge Music Trails, and the Blue Ridge Heritage Trail. Initially, the primary focus on this position will be the Blue Ridge Craft Trails, because this is a new initiative that will require extensive oversight and coordination. This position will work with a team of other staff members and contractors to support all BRNHA trails and affiliated programs. This position also supports the Senior Director of Programs in the management and expansion of the Traditional Artist Directory. Over time, this position will work closely with the Director of Visitor Services, Groups and Events in the planning and coordination of BRNHA events, interpretive programming, group tours, and other earned revenue opportunities that connect with the cultural trails and other BRNHA activities.

The Blue Ridge National Heritage Area is a federally designated 25-county region of Western North Carolina recognized for its nationally significant natural and cultural resources. The BRNHA Partnership is a 501(c) 3 non-profit charged with preserving, interpreting and sustainably developing music, craft, natural, agricultural and Cherokee heritage assets within the designated area.

The Blue Ridge National Heritage Area is based in Asheville, North Carolina at the Regional Blue Ridge Parkway Visitor Center with a satellite office located at the NC Department of Natural and Cultural Resources-Western Office at 176 Riceville Road, Asheville. Some travel is required throughout the region and some evening and weekend activities will be necessary.

This is a full-time position offering a benefits package funded through the BRNHA's federal appropriation. This position will work closely with and potentially manage a contracted part-time position to oversee the Craft Trails build out.

### **Essential Job Functions:**

#### **Blue Ridge Craft Trails (BRCT):**

Work with a part-time contractor and work with a Blue Ridge Craft Trails Steering Committee and Marketing Advisors Group to complete the build out of the Blue Ridge Craft Trails in 25 counties. Job duties will include the following:

- Responsible for the research and identification of artists, galleries and arts organization for inclusion in the Craft Trails.
- Write profiles and work with photographers/videographers to capture images and craft artists' stories, and load content on the BRCT website.
- Assist with the development of map brochures, development of itineraries and copy, editing, printing, and distribution of map brochures.
- Work with the BRNHA Communications Manager to update BRCT website, Facebook and Instagram accounts.
- Develop a BRCT partner e-newsletter to be distributed quarterly.
- Manage relationships with artists, communities, and tourism organizations for the Craft Trails.
- Work with Director of Events/Groups to develop itineraries for group tours and implement group tour programs.
- Work with the BRNHA Communications Manager to launch a grassroots marketing program for the BRCT and develop and implement metrics.
- Work with BRNHA Executive Director to identify/solicit funders /sponsors of the Craft Trails and write grants.
- Oversee administrative functions including data management, hosting meetings and events for the BRCT including Steering Committee and Advisors Group.
- Make presentations and be visible in communities on behalf of the Craft Trails and BRNHA.
- Serve on the BRCT Steering Committee and Marketing Advisors Group.
- Coordinate BRCT programming and exhibits.

*Blue Ridge Music Trails (BRMT):*

- Assist with the development of story ideas for media and web content, including images and video and load on BRMT website.
- Manage BRMT editorial calendar, BRMT Facebook page, write and distribute BRMT e-news, and manage content and relationships with WNCW for *Down the Road* Podcasts. Work in coordination with a BRMT contractor who manages relationships with BRMT sites and updates BRMT events calendar.
- Edit BRMT *Down the Road* Magazine for content, accuracy and consistency.
- Connect BRNHA to people and partnerships to further the progress and sustainability of BRMT.
- Assist with the coordination of a BRMT signature event, workshops and other activities.
- Work with BRMT Contractors to participate in key events such as MerleFest, IBMA, NC Tourism Week, etc. and other festivals and events.
- Work with BRNHA Executive Director to develop Power Point presentations and serve as presenter at community meetings, donor/sponsor cultivation activities and civic clubs to share the value and importance of BRNHA and BRMT.
- Participate in BRMT Steering Committee meetings.

*Heritage Trail:*

Connect with Heritage Trail Partners on a quarterly basis to check on needs for map brochures and updating website. Manage relationships with NC Visitor Centers for Heritage Trail kiosk repairs and content expansion.

*Other Activities:*

- Initiate, coordinate and help oversee special projects and promotions as requested by the Executive Director.
- Assist BRNHA Executive Director in securing sponsorships for BRMT and BRCT activities.
- Participate in the development of earned revenue strategies that support BRMT and BRCT.

Organization and Management Skills:

- Experience managing contractors and volunteers.
- Ability to set realistic goals and work within budget guidelines and procedures.
- Must have strong project management skills, with the ability to multi-task, manage multiple projects, and follow through on projects from concept to implementation while maintaining attention to detail.
- Must be highly organized, self-directed, and motivated.
- Capacity to generate creative solutions and help solve problems.

Interpretation, Education and Communications Skills:

- Excellent writing, and verbal skills, and the ability to communicate effectively across a variety of communication channels and in compelling, concise and brief manner.
- Demonstrated ability to translate BRNHA work into captivating stories that inspire action and demonstrate impact, while being historically accurate.
- Good listener and the ability to maintain confidentiality.
- Ability to engage a variety of audiences as well as prepare and make presentations.
- Proven ability to create engaging programs and interpretive material focused on the heritage assets of Western North Carolina and share them with a variety of audiences.

Technical Skills:

- Experience working with printers and graphic designers.
- Proficiency with Microsoft Office Suite including Word, Excel and PowerPoint.
- Experience in managing databases, a plus.
- Ability to use a camera or electronic device to capture images and video.
- Experience using content management systems such as WordPress, and experience with e-mail marketing programs such as My Newsletter Builder or Mailchimp, a plus.
- Experience in successfully managing social media programs and developing social media relationships.

Education and Experience:

- Three to five years' experience organizing and managing community projects, events and working in partnership with a variety of groups and individuals.
- Three to five years' experience working in a cultural, educational, or non-profit institution.
- Minimum of a bachelor's degree in education, communications, non-profit management or a similar degree.

Interpersonal Skills:

- Passion for making a difference and appreciating the special culture of Western North Carolina.
- Ability to work collaboratively within a small team and foster positive relationships.
- Strong work ethic and a desire to produce high quality work.
- Ability to professionally represent BRNHA at partner meetings with elected officials, funders and the public.
- Customer service oriented with a desire to meet both internal and external customer needs in a timely manner.
- Capacity to work in a fast-paced environment and maintain positive attitude, attention to detail and meet deadlines.

**Working Environment and Physical Demands:**

- Work in an office environment with the ability and flexibility to travel across the 25-county region, and ability to work some weekends as needed.
- The noise level in the work environment is usually quiet, but position is subject to frequent interruptions which may require a varied responses.
- Must use personal vehicle for travel with federally approved mileage reimbursement.
- May occasionally lift and/or move up to 20-30 pounds.
- Close vision is required as well as an ability to speak and hear clearly.
- Some walking or standing may be required while out in the field, and position will have to sit and reach with hands and arms. Good eye/hand/foot coordination required.

**Certificates and Licenses:**

The employee is required to have a North Carolina Driver’s License and show proof of automobile insurance.

Reasonable accommodation will be made to enable individuals with disabilities to perform the essential functions of the job.

Equal Opportunity Employer (EOE).

**Apply for the Position:**

To be considered for this position, please submit resume, cover letter, three references and three writing samples (at least one should be representative of a digital application) to Cindy Blankenship at [cindy@blueridgeheritage.com](mailto:cindy@blueridgeheritage.com).

Job position remains open until filled. Expected timeframe to fill the position is early March 2020.