



JOB POSTING

Job Title: Communications Manager
Reports To: Executive Director
FLSA Status: Exempt
Posting Date: February 12, 2024 – Position will remain open until filled.

About Us

The Blue Ridge National Heritage Area (BRNHA) is a nonprofit organization that preserves, cultivates, and promotes the natural and cultural heritage of 25 Western North Carolina counties and the Qualla Boundary to benefit current and future generations. Now in its 20th year, BRNHA is a leader in cultivating and sustaining the vitality of one of the most biologically and culturally diverse regions in the world. The Blue Ridge National Heritage Area is the only nonprofit organization serving Western North Carolina and the Qualla Boundary that preserves, cultivates, and promotes five nationally significant heritage resources, including agriculture, Cherokee, craft, music, and natural heritage.

The Blue Ridge National Heritage Area is based in Asheville, North Carolina, but our work takes place in all parts of the region. We are dedicated to transparency and quality in all we do, ensuring every program reflects the distinct character, traditions, and culture for present and future generations. Our organization is committed to equity and fair representation, and we seek to cultivate a welcoming environment where everyone feels valued, heard, and has a sense of belonging and mutual understanding.

BRNHA has just completed a four-year strategic plan, and there are many exciting opportunities for this position as BRNHA expands to its next level of growth.

Position Summary:

The Communications Manager is responsible for communicating the brand position of the Blue Ridge National Heritage Area Partnership (BRNHA) and implementing an effective strategy to communicate the organization's mission, vision, values, and strategic priorities to its current audience, as well as capture the interest of new audiences to partner with and support BRNHA. The position also creates and implements a donor and sponsor communications strategy to meet the organization's philanthropic and corporate support goals.

This is a full-time position in Asheville, North Carolina. Some travel is required throughout the heritage area and some evening and weekend activities will be necessary.

Essential Duties and Responsibilities:

- Define and implement a comprehensive strategic marketing/communications plan to broaden the organization's visibility and reach, maintain its brand consistency, help the organization meet its strategic priorities and deepen its impact.



- Oversee communications policies, guidelines and processes to ensure production of the highest quality of work and steward BRNHA's resources. Ensure that messages, style guide, and graphic standards are consistent with BRNHA brand standards.
- Develop paid and organic media campaigns and create sharable content that increase awareness of BRNHA, and drive website visitation, social media followers, and foster greater connection with BRNHA through a variety of communications channels.
- Work with the Executive Director to promote the organization's relevance and accomplishments through a donor communications plan and donor/sponsor campaigns that will lead to individual and corporate sponsor expansion and retention to meet the organization's budgetary needs.
- Work with the Executive Director, staff, and board to develop strategic partnerships and tactics to expand diversity, equity, inclusion, and accessibility.
- Write monthly partner and visitor e-news, press releases, create story pitches, prepare media toolkits, fact sheets, and packets. Serve as the BRNHA point of contact with media.
- Oversee the organization's websites and social media accounts, including writing, updating content, and managing analytics for the Blue Ridge National Heritage Area website and digital platforms.
- Monitor social media engagement and create reports that communicate BRNHA's engagement on social media platforms.
- Manage the development of brochures; BRNHA Annual Report; donor and advocacy communication updates; as well as oversee the graphic design of tradeshow, workshop, retail, and special event collateral material, as needed.
- Manage advertising in print, online and broadcast media.
- Oversee and update BRNHA's image and video library. Work with contracted videographers and photographers for specific projects. Serve as photographer and videographer at specific programs and activities, as needed.
- Develop, organize, and make presentations to community groups and other organizations as requested.
- Develop and manage the communications and public relations annual budget.
- Work with a team to write grant applications, reports, and documents for key audiences.
- Work with the programming staff to create and manage the organization's accessibility program.
- Initiate, coordinate, and help oversee special projects and promotions as requested by the Executive Director. · Work collaboratively, effectively, and in a supportive manner with colleagues to complete work plan goals and meet deadlines.
- Manage interns and other contractors. · Participate during "All Hands-on Deck" programs and events.



Qualifications and Skills:

Organization and Management Skills:

- Bachelor's degree in a relevant field required. Some examples include communications, public relations, nonprofit management, and/or marketing.
- At least five years of digital marketing, communications and/or public relations experience in a relevant field is preferred. Experience within a non-profit, tourism, cultural, fundraising organization and/or government institution preferred.
- Proven success contributing to organizational growth and impact through marketing and communications while building and maintaining a strong brand for an organization.
- Demonstrated ability to evaluate the impact of communications efforts in a consistent and timely manner.
- 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 challenges and issues.

Communications Skills:

- Excellent writing and verbal skills, and the ability to communicate effectively across a variety of communications channels in a compelling, concise, and brief manner.
- Solid understanding of key marketing/communications best practices and principles.
- Ability to translate BRNHA work into captivating stories that inspire action and demonstrate impact.
- Good listener and the ability to maintain confidentiality.
- Desire to stay current and improve knowledge of the communications and marketing profession.
- Able to maintain strong relationships with media and a variety of partners.

Technical Skills:

- Strong skill set in managing graphic designers. Experience using Adobe Creative Suite (InDesign/Photoshop) and/or Canva is helpful.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint as well as Google Docs, and Dropbox.
- 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 Constant Contact or Mailchimp. Experience with the communication function of a donor database, a plus.



Interpersonal Skills:

- Passion for making a difference and appreciating the special natural heritage and culture of Western North Carolina and a work history that reflects this.
- 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 with elected officials, funders, partners, and the public.
- Service oriented with a desire to meet both internal and external customer needs in a timely manner.

Benefits and Salary Range for Position:

BRNHA offers a competitive and comprehensive benefit package, including health, dental, long-term, and short-term disability insurance paid for by BRNHA for employees. Employees are eligible for up to 30 days of paid time off annually. The organization also provides contributions to a health savings account and offers a retirement plan with employer contributions of up to 6 percent.

The budgeted salary for the position is \$55,000 to \$67,000.

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 evenings and 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 response.
- Must use personal vehicle for travel with federally approved mileage reimbursement.
- May occasionally lift and/or move up to 20 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.

This job posting is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Certificates and Licenses:

31 College Place, Suite 120 ♦ Asheville, NC 28801 ♦ 828-818-5330 ♦ Fax: 828-818-5339
www.BlueRidgeHeritage.com ♦ www.BlueRidgeCraftTrails.com www.BlueRidgeMusicNC.com



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)

**To apply for the position, send resume, cover letter and three references to:
Cindy Blankenship, Blue Ridge National Heritage Area cindy@blueridgeheritage.com**