

## **JOB ANNOUNCEMENT**

### **Blue Ridge Conservancy Director of Communications**

#### **About BRC**

Blue Ridge Conservancy (BRC) is a regional, nonprofit land trust dedicated to conserving natural resources in northwest North Carolina. BRC has conserved over 22,000 acres in Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes and Yancey Counties. We work tirelessly to connect people to nature by advancing opportunities for recreation; by conserving the land that farming communities need to be agriculturally productive; and by protecting the landscapes that are ecologically significant.

BRC's efforts have resulted in the protection of scenic vistas, working farmland, rare and threatened ecological habitats and clean water resources. BRC assists the Blue Ridge Parkway, Grandfather Mountain State Park and Elk Knob State Park in expanding their borders, established Pond Mountain Game Lands and is spearheading the Middle Fork Greenway (MFG) project to connect Blowing Rock to Boone, naturally.

#### **Role**

To be successful and impactful, the Director of Communications must wear many hats. The selected candidate will assume primary responsibility for the management of all communications projects and community engagement initiatives. The Director of Communications must also support fundraising efforts, daily operations, and other additional duties as needed.

#### **Responsibilities**

##### Communications and Marketing

- Manage the production of printed communications projects, including content writing and layout, working with photographers, graphic designers, and printing companies.
- Manage the BRC and MFG websites and associated social media accounts.
- Create brand content and key messaging to target audience groups.
- Implement digital media fundraising campaigns.
- Compose a monthly e-Newsletter including conservation news and events.
- Work with external media groups to create creative public relations strategies and collaborations.

##### Community Engagement

- Create and maintain partnerships and sponsorships with local businesses.
- Assist in planning large annual events, including an auction and a 5K race.
- Coordinate and guide group and private hikes and outdoor experiences on conservation lands for members.
- Lead BRC's Engagement Committee comprised of board trustees and community members.
- Work with the Justice, Equity, Diversity, and Inclusion Committee to craft organizational priorities promoting conservation that benefits all people.
- Occasionally supervise interns and be responsible for setting expectations, scheduling deadlines, editing project content, and mentoring.

Therefore, we are seeking a candidate with the preferred qualifications:

- Interest in conservation and/or experience working with land trusts or other environmental groups.
- Excellent written and verbal communications skills with strong presentation skills.
- Proven track record of developing successful communications campaigns.
- Knowledge of trends and platforms in digital communications, including videography.
- Experience managing multiple projects at a time.
- Competent in MS Office, Adobe Creative Cloud, and Squarespace software programs.
- A flexible team player with the ability to work in a fast-paced environment.
- Proven track record of building corporate and non-profit partnerships.
- Three to five years experience in similar position.

Blue Ridge Conservancy is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, gender identity, age, sexual orientation, genetic information, status as an individual with a disability, or status as a protected veteran.

To apply, please submit a resume and cover letter to Charlie Brady, BRC Executive Director, at [charlie@blueridgeconservancy.org](mailto:charlie@blueridgeconservancy.org) by March 31, 2021.