



HEMLOCK RESTORATION INITIATIVE

A Program of WNC Communities ▪ 594 Brevard Road ▪ Asheville, NC 28806 ▪ 828.252.4783 ▪ www.SaveHemlocksNC.org

Position Title: HRI Communications, Outreach & Engagement Manager (HRI COEM)

Reports to: HRI Program Director

Posting Date: August 2, 2023 (This posting will remain open until filled.)

Start Date: August 21, 2023, negotiable

Hours: Part-time (average 32 hrs/week) with flexible scheduling; some nights, weekends, and multi-day trips throughout the year

Compensation: \$33,000-\$36,000 per year, depending on experience; paid time off; reimbursements for mileage and travel expenses

Program Description: The Hemlock Restoration Initiative (HRI) is a grant-funded program managed by WNC Communities' Forestry Education LLC. HRI's mission is to work with a variety of partners and existing programs to restore hemlocks to long-term health throughout North Carolina and ensure that eastern and Carolina hemlocks can resist hemlock woolly adelgid (HWA) and survive to maturity on North Carolina's public and private lands. This is accomplished through establishing hemlock conservation areas (HCAs), implementing chemical and biological control of HWA, supporting the restoration efforts of partner agencies, and educating private landowners and others on the importance of hemlocks and how they can help conserve hemlocks on their own properties or as volunteers on larger public lands projects.

Summary of Position: The HRI COEM is a creative and innovative thinker who can tell a compelling story in order to advance the program's mission and communicate the impact of our work to targeted audiences by executing communications strategies and tactics on our website, blog, email, and social media platforms, as well as in-person information delivery. They will become familiar with all aspects of the HRI program through self-directed research and active participation in order to communicate effectively about program activities and accomplishments. This individual is a primary community liaison for the program and manages the program's existing website and social media accounts, oversees the production of digital newsletters, assists with planning and execution of public outreach events, and provides the organization with general outreach support. The COEM works closely and collaborates with the HRI program director and other staff members, including the oversight of AmeriCorps service members. The ideal candidate will believe in the program's mission, embrace a positive, collegial culture, and relish being part of a small, evolving team during a time of institutional growth.

This position is an excellent opportunity to be a member of a dynamic team, play an influential role in addressing an important forest health issue, and be part of the extensive conservation community within Western North Carolina and the Southern Appalachians.

Work Environment: HRI's office is located in Asheville, NC. The position will be primarily in-person; however, HRI embraces a flexible working environment, with the option to work some hours remotely and determine a regular work schedule that accommodates individual staff members' needs and preferences. In addition to office work, there will be some outdoor work in a variety of settings including but not limited to staffing booths at tabling events to leading guided walks or hikes on trails to participating in HWA management activities off-trail in forested areas.

Duties and Responsibilities (job activities include but are not limited to):

- Develop and implement innovative and creative content across all communication platforms, including website, social media, press releases, promotional products, and collateral materials
- Plan, schedule, and facilitate educational outreach events for various public audiences, including but not limited to: presentations (indoor and outdoor), monthly hikes, HWA management demonstrations and workshops, tabling events, and volunteer and donor appreciation events
- Promote upcoming educational events and volunteer opportunities and manage registrations
- Supervise and manage the AmeriCorps Conservation Education Associate
- Edit and provide feedback on materials created by other team members
- Be first point of contact for the general public, fielding general inquiries and answering or delegating to appropriate staff
- Collect, process, and summarize event feedback and maintain outreach tracking documents
- Collect, synthesize, and apply social/web analytics to create effective strategies and campaigns
- Manage contacts database in Salesforce
- Assist with grant writing and quarterly reporting

Many of the above responsibilities will be supported by the AmeriCorps Conservation Education Associate, with additional support provided by other staff members.

Position Requirements:

- 1-3 years relevant professional experience or education, or a combination of both
- Ability to communicate effectively to a wide variety of audiences, both orally and in writing
- Demonstrated proficiency with Google Workspace platform, Microsoft Office, and other basic PC software
- Experience with or a willingness and ability to learn WordPress website administration and content management, Salesforce CRM, graphic design, video production and editing software (such as Adobe Creative Cloud products) social media platforms (such as Facebook and Instagram), and other online communications platforms
- Ability to work on a computer in a group office setting for up to 8 hours a day
- Ability to stand or sit for multiple hours in an outdoor festival-type setting (such as when tabling at an event)
- Ability to walk on uneven terrain, on- and off-trail for up to 6 miles, carrying up to 10 pounds of personal and group gear, with elevation gain and loss, in a variety of environmental conditions
- Ability to stoop, bend, sit on ground, sleep in a tent, and spend the day and occasional nights away from facilities, etc.
- Ability to work occasional nights and weekends as needed
- Local (WNC) travel required (mileage reimbursement provided)

The strongest candidates will also demonstrate the following skills and competencies:

- Affinity for working with people; should be engaging, personable, and have a desire to connect with/interact with a wide range of individuals and cultures
- A personal and professional style that maintains good will, collegiality, and trust with all partners, staff, and key community stakeholders
- An astute attention to detail and commitment to quality and excellence in every area of work
- Strong organizational, project and time management skills with the ability to prioritize and manage multiple tasks and deadlines
- Strong editing and proofreading skills
- Ability to work independently and collaboratively, both internally and externally
- Ability to hold self and others accountable to outcomes and deadlines

- Ability to make decisions in a changing environment, be flexible, change directions, and anticipate future needs
- Knowledge of environmental stewardship and/or passion for the outdoors
- Experience training, supervising, or managing others
- Experience providing public relations, social media, or communications support for non-profit organizations or similar small businesses
- Experience in public speaking, education, community organizing, and event planning
- Knowledge of trends and best practices in marketing and public relations and an understanding of how to analyze and evaluate the impact of the communication strategies applied
- Familiarity with tools for reporting and tracking impact, including social media analytics, Google Analytics, Salesforce, and Excel

How to Apply:

Email a cover letter, resume, three references, and work samples as attachments with the email subject line “2023 HRI COEM Position Application” to director@savehemlocksnc.org. Please submit attached documents as PDFs.

Examples of acceptable work samples include: blog posts, media releases, website copy, fliers, rack cards, or a short 1-2 page article or story. Links to active blog posts or videos are also acceptable.

Non-discrimination Hiring Statement:

WNC Communities’ Forestry Education LLC is an equal opportunity employer and will not discriminate because of race, creed, color, national origin, gender, age, disability, sexual preference, or other non-merit-based factors or any other classification protected by applicable law. People with diverse skills and experience are encouraged to apply.