



Content and Design Specialist

Full-Time, Year-Round –Hourly, Non-Exempt

Job/Role/Overview

The Content and Design Specialist assists with a broad range of marketing and communication activities relating to the strategic direction and positioning of the organization that will promote, enhance and protect brand reputation and enable the organization to continue reaching larger audiences and raise awareness of the nature park's offerings and mission-based work. The Specialist will assist in writing, graphic design, event promotion and other marketing and public relations tactics. The Specialist will be responsible for the organization's social media efforts, digital asset management, website updates and other content creation. The Specialist should be conscientious, well spoken, reliable and show initiative. Attention to detail and strong written and oral communication skills are highly important. The position works under the Director of Communications, but should also be a self-starter and regularly adhere to deadlines and expectations without constant supervision.

Key Responsibilities

Media Relations

- Assist the Director of Communications in the implementation of the monthly editorial calendar for news releases and other media efforts. This includes the writing of media releases.
- Assist in the development of pitches and related materials
- Send out media releases and alerts to appropriate lists
- Assist with media visits and hosting as needed
- Assist with all media-related efforts for the Highland Games and Grandfather Mountain events

Social Media

- Create and execute a monthly editorial calendar for social channels. This should include at least one post daily on each channel and a strong focus on real-time, "this happened today," "this happened this week" posts.
- Responsible for the creation and execution of a new "This Week at Grandfather" program that will include 3-4 daily posts each week
- Monitor social media channels for comments and interact as needed. (This also includes Tripadvisor, Yelp and other platforms.)
- Monitor social media channels for incoming direct messages daily and reply appropriately

*Editorial Calendar to be presented seven days prior to upcoming month.



Graphic Design

- Resize or create ad creative for the organization
- Create event calendars for local tourism organizations, internal use, social media, etc.
- Create graphic cards for social media, the website, videos, etc.
- Coordinate with appropriate departments for event promotion for events such as Animal Birthday Party, Animal Enrichment Day, Hawk Watch and Creatures of the Night. Create fliers, printed schedules for display, event signage, etc.
- Coordinate with appropriate departments for promotion and design creation around special programming such as guided hikes, Keeper for a Day, Meet the Bears, etc.
- Coordinate with appropriate departments for promotion and design creation for additional needs such as the Adopt an Animal program, restaurant menus, hiring communication pieces, event calendars, signage, etc.

Photography/Videography/Digital Asset Management

- Help photograph happenings, celebrities, events and other items for marketing purposes
- Plan and create video projects for social media sites, b-roll, special events, the theater loop and other needs
- Responsible for assisting other departments in preparing video and slide presentations for education events, public relations programs and other special events
- Responsible for the Fall Color Report – a fresh fall color photo each day in late September-October for website, social media and media contacts
- Monitor CrowdRiff daily for new images to utilize on social media in our CrowdRiff gallery on www.grandfather.com
- Work with CrowdRiff to obtain advance rights to user generated content for use across Grandfather Mountain's communication platforms
- Manage the Digital Asset Management (new) project in PhotoShelter, to include:
 - Create the tagging system (nomenclature and structure) for the new DAM system. This also includes noting permissions/licenses as appropriate.
 - Maintain the DAM platform vendor relationship
 - Train organizational users on how to use the platform
 - Create and execute plan to have past images added to the platform
 - Intake all new assets and catalog them into the DAM system

Media Relations Systems and Materials

- Assist with the creation and regular upkeep of pitch sheets
- Assist with the creation and regular maintenance of various media lists in Meltwater
- Assist in the upkeep of and regular updates to the online media room

E-Newsletters/E-Blasts

- Responsible for the creation of all e-newsletter/e-blast content, to include content creation, layout and distribution
- Responsible for the upkeep and organization of all e-communications recipient lists



Website

- Create new content for the website while using best practices for SEO
- Manage the general maintenance of the website
- Create event sign-ups managed through grandfather.com or our online ticketing platform

Fundraising Communications

- Assist with content needs and article development as needed

Department and Internal Communications

- Attend and be an active participant in weekly team meetings
- Utilize Asana to manage all responsibilities and projects, provide notes to supervisors and meet deadlines

Requirements

- Minimum: Bachelor's Degree (Marketing, Communications, Public Relations, Journalism or a related field)
- Solid understanding of content creation for media, social and web
- Skilled in graphic design
- Understanding of SEO best practices and experience maintaining a website. Experience with WordPress a plus
- Solid understanding of AP Style and writing experience
- Minimum of one year in a professional environment
- Ability to think strategically and operate with initiative
- Skills in photography, videography and editing assets are a plus
- Prior work in the tourism and/or nonprofit fields is a plus
- Some evening and weekend work is required for special events

About the Organization

Grandfather Mountain is a place of amazing biodiversity and scenic beauty that towers 5,946 feet above northwest North Carolina. One-third of the mountain is operated as a scenic travel attraction by the Grandfather Mountain Stewardship Foundation. The nonprofit organization was formed in 2009 to operate the 700-acre portion that includes the Mile High Swinging Bridge, Wilson Center for Nature Discovery and Animal Habitats. The Wilson Center, featuring all new state-of-the-art museum exhibits, classrooms, theater and a botanical garden, opened June 2022. Learn more at www.grandfather.com.

The mission of the organization is to inspire conservation of the natural world by helping guests explore, understand and value the wonders of Grandfather Mountain.



Fill out the General Application here and remember to attach your resume and cover letter: [GMSF Application](#).

Updated: February 28, 2023