



Outdoor Recreation Council of Appalachia (ORCA)

Director of Communications and Philanthropy Position Description

Title:	Communications & Philanthropy Director
Reports to:	Executive Director
Supervises:	Communications Staff, Interns, AmeriCorps Members, Summer Youth Employees, Volunteers
Hours of Work:	40 hours/week; Exempt
Pay Range:	\$60,000 Annually
Benefits:	\$4,800 Annual Health Benefit paid monthly; Participation in Ohio Public Employee Retirement System, generous paid sick, personal, and annual leave, and more.

Position Overview: The Outdoor Recreation Council of Appalachia (ORCA) Director of Communications and Philanthropy will direct all communications and philanthropy for ORCA, the Baileys Trail System, other ORCA-managed recreation assets, and their associated programs, events, and activities. This position will shape the Communications and Philanthropic operations of ORCA, a council of governments created to enhance Appalachian Ohio. This position will add communications and philanthropy expertise and capacity to our small team. Addition of the ORCA Director of Communications and Philanthropy equips ORCA to fulfil vision and become a collaborative entity delivering economic, health, environmental, and social benefits to Appalachian Ohio. The Director of Communications and Philanthropy will oversee interns and staff, develop best practices for recreation asset promotion, refine a tool kit to replicate services throughout the region, lead regional outdoor recreation industry communication initiatives, and utilize philanthropy to support ORCA and the region. This high-level position requires delegation of tasks, superior time and workflow management, and the ability to comprehend, develop, and cultivate opportunities for ORCA to best serve Appalachian Ohio. Philanthropy management includes development and management of fundraising campaigns, donor prospecting and research, establishing fundraising goals and reports, and managing the identification, cultivation, solicitation, and stewardship of donors. Communications management includes development and management of external relations, social media marketing and promotion, public reporting and record retention, development of reports, handouts, and flyers, and strategic initiatives as assigned or identified.

The Director of Communications and Philanthropy reports to ORCA Executive Director and works alongside ORCA team to assist with communication-related tasks and other duties as needed.

Duties and Responsibilities of the Director of Communications and Philanthropy:

- Develop and implement promotional strategies and policies for the Baileys Trail System
- Assist in assessment and development of communication and philanthropy-based services to benefit ORCA member jurisdictions and Appalachian Ohio
- Lead the Ohio Outdoor Recreation Industry Vibrant Economies Strategy (RIVERS) communication project component
- Oversee additional interns, volunteers, and staff as needed and available
- Develop annual work plans for communications, marketing coordination, and philanthropy
- Assist in development and implementation of grant funded projects
- Manage current social media accounts and develop innovative social media strategies
- Photograph events and daily happenings for social media
- Design branded announcements and posters for online and print media
- Create monthly and annual communications reports that track analytics and engagement
- Write press releases and blogs, and maintain press lists
- Communicate and respond promptly and professionally to inquiries
- Serve as the main point of contact for press, donors, and general public
- Create and manage strategies and programs for sponsors and donors
- Maintain and foster relationships with partners such as the Athens County Convention and Visitors Bureau, ACEnet, Ohio's Winding Road, Wayne National Forest, Rural Action, and others, to coordinate mutually beneficial regional marketing strategies
- Attend regular meetings with ARC POWER partner organizations
- Track grant outcomes and generate relevant documents for grant reporting purposes
- Maintain minutes at ORCA board meetings and announce all public meeting times and agendas through social media and websites
- Maintain all public meeting records and online events calendar
- Maintain the Baileys Trail System and ORCA websites, and collaborate with developers
- Uphold the ORCA and Baileys Trail System brands through all outward communication

Minimum Qualifications and Skills:

- Bachelor's degree in communications, marketing, or related field
- Three years of experience in relevant/related work or master's degree
- One year of management experience
- Skilled in photography, graphic design, writing, and social media, with creative ability to generate engaging content - (*please provide portfolio of work*)
- Strong professional verbal and written communication skills with the public, partners, press, and government officials
- Grant writing and reporting skills
- Experience managing philanthropy and soliciting donors in a professional setting
- Strong organization skills that can handle multiple deadlines and meetings, while maintaining communication with partners and the public
- Ability to delegate tasks and track workflow of junior employees, interns, and volunteers
- Working knowledge of design, web, and office programs including Adobe suite, Canva, WordPress, Wix, MS Excel, MS PowerPoint, and Google Workspace
- Experience and history of success in rural economic development preferred
- Knowledge of Southeast Ohio's unique history, challenges, and natural assets preferred
- Interest in and knowledge of outdoor recreation preferred

- Brand Marketing, Social Media, and Website Development Experience

Work Locations: The Director of Communications and Philanthropy will work at 23 Main Street in Chauncey, and at a variety of locations throughout the Baileys Trail System and at recreation assets throughout the region. ORCA employees may work in part remotely as agreed to by supervisor.

Work Schedule: The Director of Sustainable Recreation will maintain regular office hours Monday-Friday from 8am-5pm. The ability to serve flexible hours, including some evenings and weekends, is required.

About ORCA: ORCA is a Council of Governments managing and developing the Baileys Trail System as the Wayne National Forest permitted managing authority. ORCA is a collaborative entity working to develop sustainable recreation opportunities throughout Appalachian Ohio. ORCA works with an advisory board of regional stakeholders representing: outdoor recreation users, outdoor recreation managers, economic development, private enterprise, resource preservation and conservation, infrastructure and land use, health and wellness, education and workforce, community engagement and regional planning to ensure outdoor recreation assets are fully utilized to provide holistic benefits, catalyze regional investment, and increase tourism.

The mission of the Outdoor Recreation Council of Appalachia (ORCA) is to develop outdoor recreation opportunities across governmental boundaries that create sustainable and equitable economic development, inspiring communities throughout Appalachian Ohio. ORCA's vision is to form a collaborative entity that expands recreational opportunities within Appalachian Ohio while cultivating "a diverse, resilient, and prosperous rural economy to sustain inclusive growth." ORCA's values, which guide our work are: community, quality of life, sustainability, innovation, inclusivity, and shared stewardship.

ORCA is a collaborative entity and utilizes a holistic outdoor recreation asset development model to deliver economic, health, environmental, and social benefits to Ohio communities. ORCA works with the Athens-Wayne Outdoor Asset Development Corporation (AWOADC), a 501(c)3 and public charity. As a nonprofit the AWOADC is able to capture revenue streams unique to publicly owned trail systems, critical to sustaining ORCA operations and maintenance of outdoor recreation infrastructure.

Anticipated social enterprise revenue streams include a mountain bike rental program, development of a campground at the Chauncey Dover Park Trailhead, and a Baileys Hub for visitors to eat, shop, and rent a bike. ORCA was created in 2019 and has a staff of two and an ORCA AmeriCorps member. ORCA continues to grow and is excited to meet the unprecedented opportunity to access public infrastructure and programmatic investments to sustainably diversify Appalachian Ohio's economy utilizing outdoor recreation and assist the region as needed. We at ORCA are proud public servants committed to the highest standard of service, and work diligently and respectfully to fulfill ORCA's mission and elevate quality of life throughout Appalachian Ohio.

To apply, please send a cover letter and resume outlining your experience as it relates to this job description. Send materials to lucas.baileystrails@gmail.com. The position will remain open until a suitable candidate is hired. For best consideration, please apply by Sunday, October 3, 2022.

NOTE: The above noted job description is not intended to describe, in detail, the multitude of

tasks that may be assigned but rather to give the applicant a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change so, too, may the essential functions of this position. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. **Affirmative Action/Equal Opportunity:** The Outdoor Recreation Council of Appalachia (ORCA) is committed to the principles of equal employment opportunity and is committed to making employment decisions based on merit. We are committed to complying with any and all pertinent Federal, State and local laws providing equal employment opportunities, as well as all laws related to terms and conditions of employment.