



Marketing & Communications Outreach Coordinator

Reports to the Marketing and Communications Director

Position Summary

The Marketing & Communications Outreach Coordinator works closely with the Marketing and Communications Director and Folk School staff to further develop and implement the school's database of outreach and marketing contacts. The position supports strategic planning and grant-funded programs and initiatives aimed at diversifying the school's audience, engaging Folk School communities, and promoting traditional Appalachian craft, music, and dance. The successful candidate will research and initiate opportunities that will allow the school to expand its network of local, regional, and national organizations of similar intent. This is a full-time position with benefits.

Position Responsibilities

- Implement and maintain a database of outreach and marketing contacts including traditional Appalachian artists and teachers, arts programs at colleges and universities, national and regional arts organizations and craft centers, and regional and national media
- Work with a development consultant to improve on existing FileMaker Pro database
- Research and initiate outreach opportunities aimed at a diverse audience and community engagement
- Represent the Folk School at events and regional conferences to increase the awareness of the Folk School's traditional Appalachian craft programs and recruit students and Work-Study students
- Coordinate meetings and organize constituent visits to JCCFS and arrange for JCCFS staff to visit constituents
- Generate communications and publicity about the school's Culture Bearer program internally (to staff, resident artists) and externally to students, local community, and regional and national media
- Increase public relations with constituents by providing information about JCCFS Residency programs, classes, Work-Study, and Scholarships via email communications and social media (Facebook, Twitter, and Folk School Blog)
- Assist in gaining media coverage to raise national awareness of the traditional craft and culture knowledge and learning opportunities at the Folk School
- Assist the Human Resources Director with the recruitment of new Work-Study students
- Work with the Volunteer Coordinator to identify and publicize volunteer opportunities to local communities
- Work with Program Director to help identify opportunities for diverse program offerings and community engagement
- Help identify community needs and work with the management team to help devise strategies that serve the local community

- Manage the scholarship application process and assist in publicizing the scholarship program

Education and Experience Requirements

Bachelor's Degree from an accredited college or university—Public Relations, Communications is preferred, but not required.

- Strong written and verbal communications skills
- Experience in database management software and/or FileMaker Pro is recommended
- Proficiency in Microsoft Office program suite
- Proficiency in Constant Contact or similar email marketing platform.
- Valid Driver's License and evidence of Insurability

Skills

Must demonstrate the following:

- Ability to coordinate several projects simultaneously, prioritize workload and work under deadlines
- Teamwork skills and the ability to lead and motivate others
- Clear and effective verbal and written communication skills
- Personal qualities of integrity, credibility, and dedication to continual improvement

Physical Demands

The position requires the employee to walk unaided up and down hills and over uneven terrain, bend, stoop, and have use of fine and gross motor skills. While performing the duties of this job, the employee is regularly required to sit and to work at a computer. The employee is frequently required to use hands to finger, handle, or touch objects, tools, or controls and to talk fluently. The employee must occasionally lift and/or move heavy boxes.

Applications

Please submit the following materials by e-mail to jobs@folkschool.org, or by USPS to:

Human Resources Manager
John C. Campbell Folk School
One Folk School Road
Brasstown, NC 28902

1. Cover letter that expresses your desire to work at the Folk School and reasons for interest in the position.
2. Resume detailing education and work experience.
3. Contact information for three professional references.

Review of applicants will begin immediately and continue until position is filled.