



## Building Outdoor Communities Project Development Specialist

**Status:** Full-time, Salary Exempt

**Reports to:** Growing Outdoors Director

**Work Location:** Mountain BizWorks serves the mountains region of North Carolina with offices in Asheville and Boone. We have a hybrid work environment which enables remote work opportunities throughout the WNC region. This position has flexibility to be based out of either of our fixed offices or to use a hybrid approach.

### About Mountain BizWorks and the Growing Outdoors Partnership:

Mountain BizWorks ([www.mountainbizworks.org](http://www.mountainbizworks.org)) is passionate about serving Western North Carolina as a non-profit community development financial institution (CDFI) providing tailored small business lending and peer learning services. Our mission is to build a vibrant and inclusive entrepreneurial community in Western North Carolina by helping small businesses to start, grow, and thrive. When small businesses succeed, we all prosper.

Mountain BizWorks is seeking to create a diverse work culture that closely matches the diversity of our client base and the communities we support. Our seven core values are modeled by our team and incorporated throughout business operations: equity, inclusivity, collaboration, stewardship, sustainability, entrepreneur-centric, and local.



The [Growing Outdoors Partnership](#) represents a collaborative regional approach to expanding Western North Carolina's (WNC) outdoor industry. The project leverages assets within the region's communities including a skilled workforce, manufacturing heritage, extraordinary outdoor resources, and more to advance this emerging sector and result in measurable job creation, investment, and entrepreneurship impacts. Importantly, the project supports timely economic diversification in WNC's communities, with recreation playing a critical role in supporting rural communities through numerous economic challenges including the COVID-19 pandemic. Mountain BizWorks is the lead facilitator and fiscal agent for the Partnership.

### Purpose:

To drive the success of the region's outdoor recreation sector and support our communities in growing and attracting outdoor businesses by supporting the strong need and demand for outdoor recreation community assessment, analysis, and planning.

The Core Focus of this position will be:

- 1) Build capacity and understanding in communities across WNC so that they can develop the infrastructure and programs needed to capitalize on their extraordinary outdoor assets and grow their local economies.
- 2) Partner with state and regional planners to utilize a nation-leading outdoor community assessment framework in creating assessments of WNC communities across our 25-county region that can assist them in outdoor business development, business recruitment, supply chain connectivity, and being better positioned to capture tourism dollars from visitors utilizing their outdoor recreation opportunities.
- 3) Assist communities in putting their analysis into action, through a competitive small grants fund dedicated to assisting communities in getting their projects investment-ready and securing funding to carry them out.

### **Position Responsibilities/Essential Functions:**

- Work with the Growing Outdoors Director in establishing & implementing an outdoor assessment & investment framework that will be used to guide all 25 counties in WNC (plus the Qualla Boundary, home of the Eastern Band of Cherokee Indians) through an asset-based outdoor infrastructure opportunity and gap identification process.
- Collaborate with the Growing Outdoors Director and regional + state partners in analyzing communities' outdoor recreation assets and opportunities, and making recommendations for future development prioritization.
- Participate in the development of programmatic content for the [Outdoor Economy Conference](#) and [Building Outdoor Communities Workshops](#) to ensure they support the growth and development of WNC community outdoor recreation projects, and capacity building in our recreation communities.
- Support our university research partners in the development and implementation of a regional outdoor infrastructure utilization and economic impact assessment tool.
- Work alongside the Growing Outdoors leadership team in the development and implementation of the organization's overall strategy, implementation, and communications.
- Track key community development metrics, identify opportunities for continual improvement and report regularly to the Growing Outdoors team.
- Provide the Growing Outdoors Communications & Brand Manager with content from across WNC for the development and production of Growing Outdoors marketing materials and support communications with key community stakeholders.
- Take an active role in occasional Growing Outdoors and [WNC MADE X MTNS brand](#) events.
- Represent the Growing Outdoors Partnership and Mountain BizWorks in a professional and effective manner at events when needed.

### **Minimum Required Education, Skills, and Attributes:**

- At least two years of demonstrated experience implementing similar community development and outdoor recreation planning activities; a bachelor's degree in recreation or urban planning, parks and recreation management, or equivalent; or a combination of equivalent experience and education.
- Must live in [Western North Carolina](#), or be willing to relocate here shortly after accepting the position.

- Highly organized and able to manage and keep up to date databases, spreadsheets, and planning documents for multiple projects.
- Project management experience, coupled with organizational, time management, and multi-tasking skills, successfully handling multiple priorities simultaneously while meeting deadlines both independently and in coordination with colleagues and community partners.
- Communicates in a professional and friendly manner with co-workers, clients, partners, and the public.
- Self-driven initiative and performance of the highest quality, with keen attention to detail.
- Successful experience writing, editing, and other content creation for planning documents.
- Excellent public speaking, meeting facilitation, and community organizing skills.
- Quality written and oral communication skills; the ability to effectively communicate in one-on-one and in group settings; and experience communicating to diverse communities and stakeholders.
- High level of computer proficiency including Microsoft Office, Google suite, and Adobe Suite.
- Proficiency in GIS with demonstrated spatial analysis experience preferred.
- Ability to work with clients and partners from various backgrounds.
- Availability to participate in occasional evening and weekend events across WNC.
- Commitment to the [Growing Outdoors](#) and Mountain BizWorks [Vision, Mission, and Values](#) and passion for the work we do.

#### **Other (Supervisory Responsibilities, Schedule, Travel):**

- This position has no supervisory responsibilities.
- Normal business hours are 9am - 5pm with opportunities for flexibility; however, this position may require weekend and/or evening work to accommodate the services offered by Mountain BizWorks & the Growing Outdoors Partnership.
- This position may require up to 50% travel within Western North Carolina. Occasional overnight travel may be required to attend meetings, seminars, and events.

#### **Physical Demands & Work Environment:**

- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Work Environment/Physical Demands: position duties are performed in a typical office environment, with minimal exposure to excessive noise or adverse environmental issues. The employee may occasionally encounter non-office environments when visiting client and partner sites or at events, which could include a setting with loud noises and the need to lift and/or move up to 25lbs.

## Compensation & Benefits:

Anticipated starting salary of \$50,000 - \$55,000, based on skills and experience.

- Medical insurance plans
  - 80% of employee medical paid by employer
  - family coverage paid by employee
- Dental, vision & supplemental insurance options
  - 100% employee paid
- Retirement plan
- 10 paid holidays
- Paid Time Off (PTO):
  - Earn 18 days/year the 1st year of employment
  - Earn 24 days/year after 1st year of employment
- Professional Development Fund
- Sabbatical Leave Program
- Self-Care Fund
- Flexible schedule opportunities, as permitted by the role and workload

## How to Apply:

Qualified/interested candidates should **email** their resume and cover letter to [careers@mountainbizworks.org](mailto:careers@mountainbizworks.org) with the subject line "**Building Outdoor Communities Project Development Specialist**". Initial responses to this opportunity are requested by **9:00am on Friday, October 29th, 2021** with the position remaining open until filled thereafter.

*Mountain BizWorks values and respects all types of diversity and strongly encourages applicants from traditionally marginalized groups to apply. We prohibit discrimination and harassment and provide equal employment opportunity without regard to, and not limited to, ethnicity, religion, race, national origin, abilities, gender identity, sexual orientation, age or genetic information.*