

The Historic Preservation Foundation of North Carolina, Inc. *(Preservation North Carolina)*

Job Description: Outreach Manager

The Outreach Manager is responsible for the design, planning and implementation of the organization's educational programming events and opportunities.

Work includes the planning and coordination of the organization's outreach programs, including publications, traveling exhibits, educational programs, and the general promotion of the organization. The Outreach Manager also serves as the facilitator of the annual conference, events (virtual and in-person), exhibits, tours, production of the quarterly magazine, and other similar outreach activities. The job's responsibilities will evolve as demographic, financial and technological changes dictate.

The Outreach Manager reports to the President and works closely with the President, fundraising, marketing and properties staff on event planning and marketing materials, and the accountant in budgeting and project management.

Essential Functions:

1. Coordinate educational programs and projects (30%)

- Plan, coordinate, and implement ongoing educational programs, such as the nonprofit organization staff retreat, tours, special education programs and symposia.
- Provide staff support and coordination of educational projects, such as the production of new books, documentary films, exhibits, or studies.
- Facilitate development of educational programs for children, historic preservation professionals, government officials and the general public.
- Assist with educational and advocacy projects.
- Design and implement periodic educational programming, both virtual and in-person (ie. Shelter Series program).

2. Plan and coordinate the production of the magazine and annual report (30%)

- Schedule the production of the quarterly magazine and annual report with relevant staff, the designer, printer, and mailing service.
- Plan the magazine's content and layout; write, solicit, and edit articles; edit drafts of the magazine; submit draft materials to relevant staff for proofing; work with the graphics designer; coordinate review of designed material by relevant staff for proofing, and deliver to printer, working at each stage in consultation with relevant staff including President, fundraising, marketing and properties staff.
- Work with properties, marketing and fundraising staff to ensure accurate reporting of activities and donors in the annual report.
- Develop and maintain distribution channels for the organization's magazine, coordinating with marketing staff.
- Consider the effectiveness and implementation of alternative means of communications.

3. Plan and coordinate the annual conference (25%)

- Work with the planning committee to develop a theme and overall plan for the annual conference, and coordinate conference sponsorship with fundraising team.
- Secure and schedule speakers, facilitators, and volunteers.
- Select and arrange for appropriate venues and food services.
- Develop lodging and local tour opportunities.
- Develop and organize the mailing and other means of distribution for the conference brochure.
- Confirm registration and attendance needs through tracking done by membership.
- Supervise interns and volunteers assigned to work on the conference.

4. Administer the annual awards program (15%)

- Solicit nominations for awards from the organization's membership, NC's preservation community, and the general public.
- Distribute copies of the nominations to the awards committee and review the nominations with the committee.
- Send notices to nominees and order the appropriate plaques and certificates.
- Prepare a professional audiovisual presentation along with narratives for the awards program.
- Coordinate with marketing staff to obtain publicity for award winners and projects.
- Supervise interns and volunteers assigned to work on the awards.

Additional Duties and Responsibilities:

- Assist with other organizational needs, such as workshops, special events, and meetings, as needed.
- Perform other tasks as instructed.

Work Location and Schedule: This is a salaried position within Preservation North Carolina's Headquarters Office, currently working remotely with possibility for (primarily) remote work arrangement. Due to the nature of outreach and education work, some evening and weekend work will be required.

Reports to: President

Supervises: Any interns and volunteers assigned to outreach work.

Qualifications: Minimum of four years work experience (non-profit marketing experience a plus); enthusiasm for the cause of historic preservation; strong oral and written communications and design skills; preference for North Carolina history or architectural history knowledge; must be a self-starter with tremendous attention to detail; ability to network and develop relationships with constituent groups and leaders in the field; strong public speaking skills; strong organizational skills and ability to manage multiple projects with multiple deadlines at the same time; ability to work with a variety of people from different backgrounds; willingness and ability to travel within the state; willingness and ability to work occasionally on weekends and/or evenings as needed. Knowledge of computer systems, graphics design, data and word processing software including Microsoft Word, Excel, Publisher, and PowerPoint; Adobe Spark knowledge a plus.

Equal opportunity employer.