Communications & Marketing Outreach

Highland Echoes is expanding our team of professionals and providing an opportunity to join our content development team. We are looking for a motivated and goal-orientated team member who will assist with our marketing in integrating awareness objectives into written, graphic and video content that create public awareness to bring more people to see the Highland Echoes show in Boone North Carolina.

Job Responsibilities

• Produce engaging, well-researched content for publication online and in print for general audience awareness, storytelling and for fundraising narratives.
• Organize writing schedules to complete drafts of content and finished projects within deadlines.
• Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content.
• Follow an editorial calendar, collaborating with the Highland Echoes team to ensure timely delivery of materials.
• Attend weekly communications meetings.
• Develop related content for multiple platforms, such as websites, email marketing, fundraising campaigns, and social media.
• Be available to attend some of the rehearsals and performances during the dates of June 28 - July 9th to capture video and photos and develop into content for social media.

Qualifications:

• Excellent written English; experience with standard journalistic writing guidelines
• Ability to do primary and secondary research and to conduct interviews on the phone, in-person, and over video chat platforms.
• Able to both work on suggested ideas for content and also come up with unique and innovative ideas.
• Capable of adapting to different writing styles, ranging from reporting on academic research to lighter human interest short story content.
• Able to submit articles that do not require significant reworking by editors.
• Ability to work independently with little or no daily supervision.
• Strong interpersonal skills and willingness to communicate with colleagues, management, and stakeholders.
• Ability to work on multiple projects with different objectives simultaneously.
• Adherence to the range of style guides and policies for various publications.
• Good time management skills, including prioritizing, scheduling, and adapting as necessary.
• Proficiency with contemporary software applications, content editing program, social media platforms and writing programs, such as Google Docs, Instagram, Facebook, and canva.
• Familiarity with pitching stories to media outlets and journalists/bloggers as well as content distribution, particularly through social media and email campaigns.

Pay:
$300

Schedule:
• Flexible Schedule required work hours by professor - tracking and documentation of work required.

Work Remotely:
• YES with the exception of the dates June 28 - July 9th

Contact:
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