



## Communications Specialist

Chimney Rock Management is looking for a skilled storyteller to passionately communicate the story of Chimney Rock Park. Use your creativity through social media to engage all audiences and invite guests to experience the unique beauty of the Park. Develop fun and engaging social media campaigns. Work with the marketing team on events, ads, and partnerships. Work with a dynamic team on newsletters, website content, press releases, content management and media relations.

This is your opportunity to make a contribution that will have lasting impact.

### Responsibilities

- Create, implement, and manage all social media content to promote the Park and raise brand awareness
- Develop fun and engaging social media campaigns
- Track performance of all social media channels
- Enhance our photo and video library
- Provide content for e-newsletters for both internal and external audiences

### Qualifications

- B/A or B/S degree or equivalent experience
- Area of concentration – Journalism, Communications, Marketing, or related field
- Strong passion for the outdoors and for sharing that passion
- Excellent writing, editing, presentation and communications skills as well as critical thinking
- Experience and success in social media marketing
- Working knowledge of social media platforms, experience with paid social ads, a plus

### Benefits

- Competitive Wages
- Health Benefits
- Life Insurance
- LTD
- Simple IRA
- PTO
- Incredible Views