



JOB(S) AVAILABLE – FACILITIES AND MARKETING

The Beverly Heritage Center is seeking two part-time staff manager positions to handle facilities and marketing duties, OR a full-time staff person as Deputy Director for facilities and marketing.

The position(s) will work under and in cooperation with the Executive Director in managing the Beverly Heritage Center (BHC), and partner operating organizations Historic Beverly Preservation (HBP) and Rich Mountain Battlefield Foundation (RMBF). Duties include assisting Executive Director in operations, projects, and supervision of AmeriCorps members and volunteers.

Beverly Heritage Center is a non-profit Visitor Center and Museum that provides quality interpretation about Randolph County cultural heritage, including Rich Mountain Battlefield and related Civil War history, and Beverly as the first county seat.

Primary responsibilities will fall within these areas:

FACILITIES duties will include monitoring, planning, and ensuring implementation of care, maintenance, and improvements for BHC and partner facilities, buildings, and grounds.

- Monitor conditions of all buildings and building systems on a regular basis and coordinate addressing problems as they arise.
 - Arrange for repairs, cleaning, or addressing issues of concern, which may be implemented by facilities manager or delegated to volunteers or contractors, in coordination with the ED and operating committee for each facility.
 - Fix or maintain minor issues within your skill set, in a timely manner.
 - For major facilities issues or improvements, prepare report for operating committee including helping with budget assessments and identifying priorities.
- Monitor conditions of property grounds in Beverly and at battlefield, including mowing, landscaping, tree issues, and snow removal.
 - Coordinate with volunteers and contractors to ensure that regular grounds maintenance is conducted on schedule.
 - Assist with grounds maintenance issues when other help is insufficient to maintain to proper appearance.
 - Arrange for addressing grounds maintenance issues of concern to be fixed by volunteers or hired contractors, in coordination with the ED and operating committee for each property.
 - For major grounds issues or improvements, prepare report for operating committee including helping with budget assessments and identifying priorities.
- Assist with capital improvement and rehabilitation projects, with responsibilities shared with and assigned by ED.
- Assist with visitors when appropriate, and with event logistics, preparation, and take-down.

MARKETING duties will include responsibility for marketing and promotion of Beverly Heritage Center and partner organizations, as well as assisting with promotion of Randolph County cultural heritage tourism. This is likely to include:

- Development and implementation of annual Marketing Plan for BHC and partners, including promotion of attractions, events, and activities.
 - Writing and distribution of press releases, feature stories, and traditional media outreach
 - Social media outreach and monitoring
 - Website improvements and updates
 - Distribution of flyers and rack cards, event notices, calendar listings, and monitoring review sites
 - Management of paid advertising, signage, and print materials
- Participation on the Beverly ON TRAC Promotion committee and relevant task groups, helping plan and implement events and tourism promotion, and reporting monthly to the Beverly Heritage Center Board.
- Building partnerships with other heritage entities in the area to support and promote county and area cultural heritage tourism
 - Participation and coordination with county CVB Elkins Randolph County Tourism
 - Creating online and print products to promote Beverly and Randolph County cultural heritage, including networking and developing itineraries and partner packages
 - Development of and nurturing partnerships that will strengthen tourism promotion such as with other tourism attractions, other area CVBs, Appalachian Forest National Heritage Area, WV Division of Tourism, etc.
 - Tracking and documenting marketing and tourism activities, and the impact of those activities to benefit Randolph County

Duties will also include providing visitor services for tourists and groups through the Beverly Heritage Center, with emphasis on the visitor information aspects of the Center, including:

- Welcoming visitors, enhancing visitor experience, encouraging positive word of mouth and return visits
- Hosting, booking, preparation for, management and welcoming of group visitation, including tours, bus groups, facility rentals, and conferences
- Managing visitor information products for the BHC including brochure and rack card management to share information on other sites, and helping to distribute information to other area visitor information centers
- Marketing and supporting events that bring tourists to Randolph County

TERMS AND APPLICATION

Facilities and/or Marketing managers as part-time positions may be negotiated for hours and compensation to fit needs of organizations and applicant, within available budget. Candidates interested in scope of work for one part of the position but not both are encouraged to apply.

Alternatively, the full-time Deputy Director job (at least 35 hours per week), would include both facilities and marketing duties, with salary based on experience and available budget.

The position(s) will work closely with and report to the Executive Director, with support and direction from the BHC Executive Committee. Beverly Heritage Center works with a close-knit team staff, AmeriCorps members, an active committed Board of Directors, and a cadre of local volunteers.

Qualifications include degree and/or experience relevant to duties, as well as reliability, self-direction, and communication skills. Interest or background in public history or a heritage field, and/or familiarity with Randolph County, would be a plus for either position.

Training and experience will ideally include both:

- Facilities applicant should have familiarity with building and grounds maintenance preferably including both historic preservation training (or willingness to learn), understanding of building systems, and hands-on skills with rehabilitation, basic construction, familiarity with tools and equipment.
- Marketing applicant should have strong writing and oral communications skills, digital and traditional media, with design skills a plus. Background may include marketing, communications, journalism or related field, or in a field related to tourism, recreation or hospitality.

Applications are encouraged now, and interviews will take place on a rolling basis. Applications will be accepted until filled.

To apply please send (email preferred):

- a cover letter indicating your interest and availability,
- a resume, including relevant experience and previous projects, to

info@beverlyheritagecenter.org

attn.: Chris Mielke, Executive Director

For more information contact:

Chris Mielke

BHC 304-637-7424

info@beverlyheritagecenter.org

Or

Phyllis Baxter, phyllisb@meer.net