



SOUTHERN HIGHLANDS RESERVE

Communications and Engagement Manager

Southern Highlands Reserve is looking for a smart, driven, mission-minded **Communications and Engagement Manager** to take ownership, grow quickly, and make real impact.

Southern Highlands Reserve (SHR) is a nationally recognized native plant arboretum located at 4,500 feet along the Eastern Continental Divide in Lake Toxaway, NC. We serve as a living laboratory for the cultivation, education, and protection of plants native to the Southern Appalachian Mountains. SHR works closely with partners including the U.S. Forest Service, The Nature Conservancy, U.S. Fish & Wildlife Service and the North Carolina Wildlife Resources Commission and is at the forefront of red spruce restoration—America’s second most endangered ecosystem.

This role works directly with the Executive Director to oversee marketing, communications, and the overall visitor experience. It’s an opportunity to build something meaningful in a place that truly matters.

What You’ll Do

- Lead marketing and communications across digital, print, and media platforms
- Shape and elevate SHR’s brand voice and storytelling
- Develop and implement an integrated communications strategy aligned with organizational goals
- Design and continuously improve a welcoming, mission-driven visitor experience
- Co-Manage and inspire 20+ volunteers who assist with plant propagation, plant records, and docent-led tours
- Create and oversee production of newsletters, annual reports, press releases, and marketing materials
- Manage and update organization’s website
- Expand visibility and awareness of the Reserve’s conservation impact
- Collaborate with leadership to create compelling donor communications
- Support grant communications and stewardship messaging
- Assist with special events and fundraising initiatives
- Ensure every visitor interaction reflects excellence, hospitality, and purpose



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Who We're Looking For

You are:

- An excellent written and verbal communicator
- Passionate about conservation, culture, hospitality, or environmental stewardship
- Organized, proactive, and energized by ownership
- A team member who motivates and empowers volunteers and colleagues
- Excited about building systems, improving processes, and making things better
- Energized by working in a team environment
- Excellent at project management
- Bachelor's degree in Communications, Public Relations, Marketing, or related field (or equivalent experience)
- 3-5+ years of communications or engagement experience, preferably in nonprofit or conservation settings

This is an ideal role for a high-capacity professional who wants responsibility, meaningful work, and the chance to make a measurable difference in conservation and public engagement.

If you want your career to be about impact — not just a job — we'd love to meet you. Please email cover letter and resume to info@southernhighlandsreserve.org