

Communications & Community Relations Specialist

Bald Head Association (BHA)

Reports To: Executive Director

Location: Bald Head Island, NC (ferry commute required)

Classification: Full-Time, Non-Exempt



Position Summary

The Community Messaging & Engagement Manager serves as both the community engagement leader and communications strategist for the Bald Head Association. This full-time role combines lifestyle programming, event execution, and member engagement with high-level communications, branding, and information delivery.

This individual is the “face of community life” while also ensuring that BHA’s messaging is clear, timely, professional, and aligned with organizational goals. The ideal candidate is independently driven, creative, detail-oriented, and thrives managing multiple priorities and deadlines in a fast-paced, community-focused environment.

This position builds strong relationships with property owners, Board members, committees, staff, and island partners to enhance the overall member experience. Candidates who are strong storytellers, attuned to the evolving communications landscape, and passionate about community connection will find this role to be an exceptional match.

Key Responsibilities

Community Engagement & Lifestyle Programming

- Plan and maintain a master calendar of events, activities, classes, clubs, and programs that meet the diverse interests of the BHA membership base
- Work with committee chairs (Social, Lifestyle, and others as applicable) and resident volunteers to develop, implement, and market lifestyle events and programs, including vendor/caterer contracting
- Build partnerships and sponsorships with local businesses and organizations
- Serve as a primary point of contact and local information resource for homeowners
- Conduct ongoing assessment of programming to measure engagement, identify trends, and recommend improvements

Communications & Content Strategy

- Develop and implement comprehensive communication strategies across multiple platforms
- Plan and maintain an annual marketing and communications calendar aligned with organizational priorities and KPIs for each channel (print, digital, email, social media)
- Create and manage:
 - Community newsletters
 - Website content and updates
 - Social media messaging
 - Email communications
- Manage all social media platforms and maintain a content calendar; monitor engagement and respond promptly to comments and messages
- Manage crisis communications, including real-time updates and coordination with agencies

- Coordinate with Executive Director and relevant committees to ensure all outgoing communications are timely, accurate, consistent, and on-brand

Publication Management

- Lead all aspects of BHA's bi-monthly publication, including:
 - Writing, editing, interviewing, and fact-checking articles
 - Managing content calendars and submissions
 - Coordinating with staff, committees, and island organizations
 - Responsible for layout, design, and overseeing pre-press production
 - Managing advertising partnerships—identifying new advertisers, maintaining relationships, and overseeing accurate and timely invoice processing
 - Maintaining and updating the media kit annually
- Maintain organized digital and physical archives of all communications pieces, advertisements, marketing materials, and photo/video files

Website & Digital Infrastructure

- Maintain and enhance the BHA website, including:
 - Posting reports, documents, and updates
 - Creating new pages and improving user experience
 - Utilizing analytics to improve communication effectiveness
- Evaluate website content regularly for relevancy and use analytics to refine strategies for improved engagement
- Act as the organization's in-house photographer, capturing events, activities, and community life for promotional and archival use
- Set up audiovisual and presentation equipment as needed for meetings and events

Design & Branded Materials

- Design and produce marketing collateral—signage, flyers, posters, invitations, announcements, and other branded materials—aligned with BHA brand guidelines, on time and within budget
- Capture, edit, and publish event and program photos and videos for promotional use across all channels
- Prepare and present digital engagement and campaign performance reports for leadership as requested

Budget & Vendor Management

- Work with Executive Director to manage communications budgets
- Track expenses and identify cost-saving opportunities
- Manage vendor relationships (printers, designers, media partners, etc.)
- Keep accurate records of event and program expenditures; submit receipts and documentation in a timely, organized manner
- Oversee mailing lists and distribution logistics
- Maintain organized digital and physical records

Qualifications

Required

- 5+ years of experience in lifestyle programming, event management, communications, or related field
- Strong writing, editing, and content development skills
- 2+ years graphic design experience (Adobe InDesign, Photoshop, Canva, etc.)
- Experience creating newsletters, marketing materials, or publications
- Ability to manage multiple projects and deadlines simultaneously
- Excellent interpersonal and communication skills
- Strong organizational and problem-solving abilities
- Demonstrated photography and/or videography skills; portfolio required for interview
- Proficiency with social media management and scheduling platforms (e.g., Loomly, Hootsuite, Meta Business Suite)
- Experience with email marketing platforms (e.g., Mailchimp or similar)
- Ability to lift up to 35 lbs and assist with event setup and teardown on uneven surfaces

Preferred

- Bachelor's degree in Communications, Marketing, Event Management, or related field
- Experience in HOA, resort, or 55+ community programming
- Website management experience (HTML/CSS a plus)
- Audio/visual and livestreaming experience
- Experience with customer surveying analytics and software
- Familiarity with analytics platforms (Google Analytics, social media insights) to evaluate and refine content strategy

Knowledge, Skills & Abilities

- Ability to balance creative programming with structured communications
- Strong attention to detail and commitment to high-quality output for all outbound communications
- Ability to work independently and collaboratively
- Strong customer service mindset
- Ability to maintain confidentiality and professionalism
- Adaptability in a dynamic, community-driven environment
- Strong storytelling instincts with the ability to adapt voice and tone across channels and audiences
- Ability to synthesize data and engagement metrics, recommend improvements, and implement refined strategies

Work Schedule & Environment

- Full-time, generally Monday–Friday (7:30 AM–3:30 PM)
- Ferry commute required to Bald Head Island (parking and ferry passes paid by BHA)
- Some evening, weekend, and holiday availability required for community events
- Outdoor work required for events, including walking on uneven surfaces and standing for extended periods

- Flexibility for work from home will be considered after the first six months

Compensation & Benefits

- Competitive salary based on experience
- Paid Time Off
- Paid Holidays
- Medical, dental, and vision (available after eligibility period)
- 401(k) with employer match
- Life Insurance
- Ferry and parking passes provided

Why This Role Matters

This position is critical to shaping the member experience, community culture, and communication clarity of the Bald Head Association. It ensures that residents and other island partners are not only informed, but engaged, connected, and proud to be part of the Bald Head Association. The right candidate will help define what it means to live — and belong — on Bald Head Island.