

Catawba Regional Manager - Outdoor Business Alliance

Location: Catawba Region (Catawba and surrounding counties)

Status: Contracted Position, \$1000/month, approximately 10 hours a week

Reports to: OBA Executive Director

About the Outdoor Business Alliance

The Outdoor Business Alliance (OBA) of North Carolina is a membership-based nonprofit supporting Western North Carolina's \$4.9B outdoor recreation industry. With 170+ members, including gear manufacturers, outfitters, guides, retailers, nonprofits, and supporting industries, OBA builds a prosperous outdoor business community by cultivating, connecting, and supporting the region's outdoor economy.

OBA is entering an exciting expansion phase to bring more services, events, and support to communities throughout Western North Carolina. With support from an ARC READY to Grow grant, OBA will establish three new chapters in Western North Carolina, each supported by local Regional Managers.

Position Overview

The Catawba Regional Manager serves as the primary area organizer for the Outdoor Business Alliance in the Catawba region. Their mission is to maintain a local OBA chapter, engage, recruit, and support regional outdoor businesses, and deploy services that strengthen the local outdoor economy while meaningfully and professionally representing the OBA.

This is a remote, home-based position; OBA does not maintain a physical office at this time. The Regional Manager must be based in the chapter-region they support and able to travel regularly throughout the region to support other chapters at key events.

Key Responsibilities

1. Chapter Strategy

- Develop a Chapter Action Plan to guide outdoor economy engagement and local growth.
- Establish and execute a regional member recruitment strategy to engage local business communities.
- Provide feedback and input on the development of Standard Operating Procedures (SOPs) for regional expansion.

2. Community Engagement & Networking

- Schedule, plan, and host regular networking events within the region to foster connection among outdoor businesses.
- Conduct roundtable conversations aimed at identifying and addressing the specific needs of local outdoor businesses.
- Adapt core OBA gathering strategies to ensure they are relevant and impactful for the specific local region.

3. Advocacy & Storytelling

- Represent regional chapters and businesses at major events, such as the annual Get-in-Gear Fest.
- Develop storytelling pieces that highlight the success and development of the regional business network.
- Maintain an ongoing process for evaluating regional business needs to ensure OBA support remains relevant.

4. Collaboration & Program Design

- Participate in regular meetings with other Regional Managers and core OBA leadership to share best practices and ensure organizational alignment.
- Work with the Development Coordinator to highlight regional successes and identify opportunities for further growth or funding.
- Work with the Executive Director to design and implement programming that meets the chapter's needs or expands successful programs to the chapter's area.

Expected Outcomes

- Successful creation of a vibrant, connected network of outdoor businesses in the Catawba region.
- Improved access to resources and advocacy for local businesses, leading to a more robust regional outdoor economy.
- Positive and sustainable organizational capacity-building that allows the OBA model to thrive long-term.

Key Attributes

- Community connector bridging within the outdoor economy and beyond.
- Transparent and clear communicator and active listener.
- Results-oriented, responsible individual with strong accountability for outcomes and performance metrics.
- Passion for the outdoors, economic development, and community resilience.

Compensation

- This is a part time, federal grant funded 1099 independent contractor position with a renewable 1 year term, with confirmed funding for up to 3 years. Compensation is

provided as a fixed monthly contract amount, paid in regular installments, and is commensurate with experience, with an anticipated monthly amount of \$1000.

- As a 1099 contractor, this position is not eligible for employer-sponsored benefits, including health insurance, retirement contributions, or paid time off. However, OBA recognizes the importance of rest and sustainability. The Regional Manager is expected to manage their workload and schedule to allow for reasonable personal time off, while ensuring continuity of organizational operations and fulfillment of the position's scope of work.
- The scope of work includes additional designated funds for approved travel expenses and reimbursement for select work-related supplies (e.g., computer equipment, printing, mailing).

How to Apply: Please submit a resume, cover letter, and three references to jobs@outdoorbusinessalliance.org. Applications will be accepted until the position is filled.