

JOB DESCRIPTION: Communications Coordinator

About NCFI

The North Carolina Folklife Institute (NCFI) was founded in 1974 and is dedicated to preserving, promoting, and presenting North Carolina's folk and traditional arts. We do this through documentation projects, artist support, festival production, community education programming, research, print and audio publications, and cultivating a vast network of artists and community and folk arts organizations across North Carolina.

About the Gospel Convening 2025

In October 2025, NCFI will present a Gospel Convening as a special programmatic element of the [Raleigh Wide Open Bluegrass Festival in downtown Raleigh \(October 3-4, 2025\)](#). Raleigh Wide Open is the successor to IBMA's Bluegrass Live event and is produced by the [Piedmont Council of Traditional Music \(PineCone\)](#).

NCFI is partnering with PineCone to present this unique program, which will feature performances, talks/lectures, and workshops (both educational and participatory) that highlight and celebrate the history, influence, and significance of gospel traditions across generations of Carolina communities.

The Position

Reports to: NCFI Executive Director

Position Overview:

NCFI seeks a Communications Coordinator who will play a vital role in creating and disseminating promotional, educational, and social media content about NCFI and the Gospel Convening program. The person in this role will coordinate efforts among key project stakeholders, including:

- NCFI's executive director
- The Gospel Convening's artistic curator
- A folklore consultant
- PineCone's communications team

This role is essential to ensuring that NCFI's messaging about the Gospel Convening is seamlessly integrated with PineCone's overall marketing and communications for the Raleigh Wide Open festival. The Communications Coordinator will also work directly with the Gospel Convening's artistic curator to engage performers and participants in grassroots promotion and outreach.

Key Responsibilities

Social Media Management

- Manage NCFI's social media platforms (Facebook, Instagram, BlueSky, LinkedIn, etc.)
- Create, schedule, and post promotional and educational content tailored to each platform
- Develop and implement a content strategy to engage audiences and increase awareness of the Gospel Convening
- Capture and share live content from the Gospel Convening during the Raleigh Wide Open festival

Website Support

- Coordinate with NCFI's web designer and executive director to ensure Gospel Convening content is well-represented on the NCFI website
- Update and maintain content and information on the website as needed
- Assist in content development for NCFI's website including blog posts, feature stories related to the event, etc.

Email Marketing

- Develop and maintain an email communications calendar
- Create and send email updates to existing NCFI subscribers about Gospel Convening programming
- Work with NCFI staff to ensure consistency in messaging and branding

Required Qualifications

- Excellent written and verbal communication skills
- Strong organizational and project management skills
- Experience managing social media accounts for an organization, event, or campaign
- Ability to work independently and collaborate effectively with multiple stakeholders
- Attention to detail and ability to meet deadlines
- Must be available to attend all hours of the Gospel Convening at Raleigh Wide Open (October 3-4, 2025) to create and post live content on NCFI social media platforms

Desired Qualifications & Experience

- Experience in content creation, social media strategy, or digital marketing
- Background in or current study of folklore, ethnomusicology, African American studies, religious studies, communications, or a related field
- Familiarity with gospel music traditions, bluegrass, and/or American roots music
- Experience working with nonprofits, arts organizations, or cultural programming
- Graphic design or multimedia production skills (e.g., Canva, Adobe Creative Suite, video editing tools)

Job Details

- Part-time, temporary position (April through October 2025)
- Approximately 5 hours per week, with anticipated increase up to 10 hours per week in the 4-week lead up to Raleigh Wide Open
- Compensation: \$20/hour
- Remote work with occasional in-person meetings in Raleigh and Greensboro, NC
- Must be available October 3-4, 2025 for on-site coverage of the Gospel Convening at Raleigh Wide Open

How to Apply

Submit your CV/resume along with two references (include names, affiliations, and contact information) who can speak to your qualifications and experience to gospeljobapply@ncfolk.org.