

**Coalition of Asheville Neighborhoods (CAN)**  
**Vice President of Marketing & Public Relations (PR)**

**Vision: Vibrant neighborhoods united in purpose, strong in voice, dedicated to equality and justice.**

CAN educates and informs the community about matters that concern Asheville area neighborhoods and advocates for the stability and quality of life of neighborhoods and the community. We accomplish this with an all volunteer organization. The CAN Executive Committee (EC) consists of elected officers who plan and execute CAN's actions. As a member of the EC the CAN VP of Marketing and PR, will be responsible for creating content and messaging that will help enhance CAN's relationships with their partners and their reputation in the community.

Primary responsibilities will include:

- Communicate CAN's positions and Increase CAN's visibility with Asheville neighborhoods, city staff and city elected officials.
- Manage and create content for CAN's website, and social media accounts.
- Work with the EC VPs to develop a consistent message to the public and CAN members.
- Determine and execute strategy for CAN's social media.
- As a member of the CAN Executive Committee (EC) participate in team decisions and help set EC actions that are set by the CAN Board.
- Identify needed marketing resources and recruit additional volunteers as required

Additional responsibilities:

- Manage and create content for other areas of CAN communication such as advertising, print, television and radio media.

For more information contact Rick Freeman at [president@asheville-can.org](mailto:president@asheville-can.org)