

# ALLIANCE FOR THE CUMBERLANDS

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PROMOTE • CONSERVE • EDUCATE

The Alliance for the Cumberland Mountains and Plateau Region is a partnership of over 70 public and private organizations unified in their commitment to protect and grow the natural, cultural, and economic resources of the Cumberland Mountains and Plateau Region. Its mission is to bring people together to achieve ecological and economic sustainability of natural and human communities in the Cumberland Region.

[www.allianceforthecumberlands.org](http://www.allianceforthecumberlands.org)

In addition to our monthly electronic newsletter and the three meetings we hold throughout the year that are designed to share information and build strong networks throughout the region, the Alliance for the Cumberland Mountains and Plateau Region is working to find solutions to the problems facing this region that is so rich in natural, cultural, and historic resources, yet so poor economically. In an effort to reach truly sustainable solutions to the economic and ecological problems facing this region, the member organizations of the Alliance for the Cumberland Mountains and Plateau Region have come together to support efforts to promote a new sustainable market for eco- and heritage-based tourism in the region. By increasing tourism to Cumberland Plateau, we hope to attract revenue to the region that will give economic value to the natural, cultural, and historic resources of the region.

## Programs

### *The Regional Marketing Plan*

Marketing the Cumberland Plateau as an eco/heritage tourism destination

- Lets Go Plateau
  - In order to establish the Cumberland Plateau as a destination for eco and heritage based tourism, it is imperative that the communities of the region work together to create brand that will appeal to a larger visitor market. The Alliance for the Cumberland Mountains and Plateau Region has undertaken the establishment of a Marketing Consortium for the region with the task of creating a Marketing Plan for the entire 21 county region. You can view the final brand and website at [www.letsgoplateau.com](http://www.letsgoplateau.com)
- Tennessee's Cumberland Plateau Nature Trail
  - The Nature Trail is a self-guided tour of the best wildlife and nature viewing opportunities across our 21 county region. Phase one of the project is complete and included an assessment of over 70 sites by the nature tourism consulting firm Fermata. Out of these sites, 49 were selected for their accessibility and quality and aggregated on a website that serves as a trip planning resource.  
<http://www.woodswondersandwildlife.com>

### *State Heritage Area*

- The Cumberland Plateau National Heritage Corridor Feasibility Study as well as the National Park Service encourages States to develop a Heritage Areas program. The purpose of the State program would be identical to the National Heritage Area program, only on a state level. The program would encourage cabinet level coordination of State agencies within each designated

area and would provide many of the same benefits as the National Heritage Corridor designation. The Alliance for the Cumberlands is spearheading an effort to encourage establishment of this program in Tennessee and designation of the Cumberland Region as one of the first State Heritage Areas in Tennessee. The Tennessee Department of Environment and Conservation has formed a Task Force to pursue this program in Tennessee.

## **Outreach Coordinator Job Description**

The Outreach Coordinator of the Alliance for the Cumberlands designs and disseminates media promoting the mission of the Alliance, and engages its members, strategic partners, and potential donors through standard and creative media outlets

### **Responsibilities**

The outreach coordinator will be primarily working under these two goals of our Strategic Plan:

- Promote an awareness of the Alliance's efforts to protect and grow the natural, cultural, and economic resources of the Cumberland Plateau, and promote an awareness of those resources.
- Build upon the diverse strengths of our members and strategic partners by enlarging the membership of the Alliance, improving member services, and increasing member participation in achieving the goals of the Alliance.

Your will include but not be limited to the following tasks

1. Monitoring multiple social networking accounts
2. Updating and monitoring our three websites
3. Optimize search engine results for our websites
4. Designs and writes Alliance correspondence
5. Designs, writes, and manages the AFC Newsletter
6. Designs and implements a direct mail fundraising campaign
7. Create and update a contact database of the Alliance network

### **Qualifications**

- Educational Background in marketing and/or communications
- Self Motivated & Entrepreneurial
- Experience with webdesign and graphics applications (Knowledge of Drupal a plus)
- Structured thinker
- Excellent organizational skills and people skills
- Excellent written and oral communication skills

This internship is a great opportunity to work with a burgeoning 501c(3) and an excellent opportunity to network. Your skills will be noticed by our members and strategic partners which include state and government agencies, non-profits, businesses, and community based organizations.

To learn more about the Alliance and to see the website that will have the opportunity to improve go to [www.allianceforthecumberlands.org](http://www.allianceforthecumberlands.org)

[www.letsgoplateau.com](http://www.letsgoplateau.com)

[www.woodswondersandwildlife.com](http://www.woodswondersandwildlife.com)

To apply for this internship call Zebulon Turrentine @ 931.735.0115 or email us at [admin@allianceforthecumberlands.org](mailto:admin@allianceforthecumberlands.org).

Zebulon Turrentine

Executive Director  
Alliance for the Cumberland