

## **OPPORTUNITY:**

**Job Title:** Clinch River Valley Initiative Manager  
**Division:** Development  
**Organization:** Friends of Southwest Virginia  
**Reports To:** Executive Director  
**Location:** St. Paul, Virginia  
**Compensation:** \$55,000 (annual salary + benefits)

## **POSITION OVERVIEW:**

The Clinch River Valley Initiative (CRVI) Manager serves as a key leader in advancing one of Southwest Virginia's most collaborative and inspiring regional efforts. Employed by Friends of Southwest Virginia, this position is fully supported by the Friends of SWVA team and works closely with colleagues across the organization to coordinate programs, projects, and partnerships that strengthen communities along the Clinch River through conservation, outdoor recreation, tourism development, and community engagement.

This role is highly collaborative and relationship-driven. The CRVI Manager brings together local governments, nonprofits, state agencies, and community partners to implement a shared vision for a vibrant and sustainable Clinch River Valley. While the position carries leadership responsibility, it is intentionally designed to operate within a strong team structure, with regular coordination, shared problem-solving, and administrative support from Friends of Southwest Virginia.

The CRVI Manager focuses on managing projects, building partnerships, developing grants, and elevating regional success stories that enhance both economic opportunity and environmental stewardship. The position reports administratively to the Executive Director of Friends of Southwest Virginia and programmatically to the CRVI Board, which provides advisory guidance and strategic alignment.

This position is full-time depending on available funding and organizational needs. It is grant-funded for one (1) year through CRVI and Friends of Southwest Virginia, with continued employment contingent upon funding availability and program needs.

## **GENERAL RESPONSIBILITIES:**

### **Program and Partnership Management**

- Coordinate implementation of the annual CRVI work plan, ensuring alignment with Friends' organizational mission and CRVI's strategic goals.
- Manage day-to-day CRVI operations, including program planning, partner coordination, and project reporting.
- Foster collaboration among CRVI partners, local governments, nonprofits, state agencies, and businesses.
- Support projects related to outdoor recreation, conservation, tourism, and environmental education throughout the Clinch River watershed.
- Represent CRVI and Friends at community meetings, regional events, and statewide initiatives.

## **Project, Grant, and Administrative Management**

- Lead the coordination, implementation, and monitoring of CRVI projects from concept to completion, ensuring deliverables, budgets, and timelines are met.
- Manage multiple concurrent projects, tracking milestones, expenditures, and outcomes in alignment with Friends' internal reporting systems.
- Collaborate with Friends and the CRVI Board to develop annual goals, strategies, and performance measures.
- Support sustainability planning and resource development efforts to ensure the long-term viability of CRVI programs.
- Research and identify federal, state, and foundation funding opportunities to support CRVI's strategic priorities.
- Develop and write grant proposals in coordination with Friends' development and finance teams.
- Prepare and submit grant reports, documentation, and performance updates to funders in compliance with Friends' policies and funding requirements.
- Assist in budget development and financial tracking for CRVI-related projects and initiatives.
- Organize and facilitate CRVI Board and committee meetings, including agenda preparation, logistics, and recordkeeping.
- Coordinate with Friends' administrative staff on payroll, travel reimbursements, and compliance requirements.
- Maintain accurate project, grant, and program files in accordance with Friends' policies and grant requirements, ensuring transparency and accountability.
- Monitor and report on project deliverables and outcomes to Friends and the CRVI Board.

## **Communications and Outreach**

- Manage CRVI's communications, including newsletters, website content, social media, and marketing materials, in alignment with Friends' communications strategy.
- Serve as the primary contact for CRVI inquiries, media requests, and partner communications.
- Promote CRVI's accomplishments, programs, and events to regional and statewide audiences.

## **QUALIFICATIONS:**

- Strong organizational and project management skills with the ability to manage multiple priorities.
- Excellent communication and relationship-building skills with partners, communities, and state agencies.
- Experience in grant management, program reporting, and stakeholder engagement.
- Proficiency in Microsoft Office and digital communication tools; social media and marketing experience a plus.
- Knowledge of Southwest Virginia's geography, culture, and natural resources preferred.

## **WORK ENVIRONMENT AND SCHEDULE:**

- The position is based at the Oxbow Center in St. Paul, Virginia, and requires regular local travel within Russell, Tazewell, Scott, and Wise counties, as well as occasional travel to Abingdon (Southwest Virginia Cultural Center) and other locations across Southwest Virginia.
- Occasional evening and weekend hours required for meetings, events, and community engagement.
- This position is full-time depending on available funding and organizational needs.
- The position is grant-funded for one (1) year through the Clinch River Valley Initiative (CRVI) and Friends of Southwest Virginia, with continued employment contingent upon funding availability and program needs.

## **HOW TO APPLY:**

Upload resume and cover letter to Indeed.

Open Until filled; resumes will be reviewed immediately. Earlier applicants have a better chance of being interviewed, so apply ASAP. No phone calls.

Employee may perform other related duties as required to meet the ongoing needs of the organization.

Friends of Southwest Virginia is an EEO/AA employer.

## **ABOUT FRIENDS OF SOUTHWEST VIRGINIA (Employer):**

Friends of Southwest Virginia (Friends) is a regional organization dedicated to building communities and growing the creative economy across the 19 counties and four cities of Southwest Virginia. Friends serves as a division of the Virginia Department of Housing and Community Development and provides fiscal and administrative support for regional initiatives focused on outdoor recreation, cultural heritage, tourism development, and community revitalization.

Friends supports multiple collaborative initiatives, including the Clinch River Valley Initiative (CRVI), by providing fiscal management, staffing, and organizational oversight to ensure long-term sustainability and impact.

<https://friendsofswva.org/>

## **ABOUT the Clinch River Valley Initiative (CRVI):**

The Clinch River Valley Initiative is a regional collaborative focused on developing and protecting the Clinch River Valley, one of the most biodiverse river ecosystems in North America. Through sustainable tourism, conservation, education, and community partnerships, CRVI strengthens the regional economy while preserving the natural and cultural assets that define the Clinch River Valley.

Now entering its second decade, CRVI celebrates accomplishments such as the Hometowns of the Clinch program, expanded public river access, new branding and signage, environmental education initiatives, and the creation of the Clinch River State Park.

<https://www.clinchriverva.org>