



AmeriCorps Project Conserve 2019 – 2020 Service Description



AmeriCorps Position Title: Communications and Education Associate
Host Site: Conserving Carolina

Service Term: September 3, 2019 – July 31, 2020

Supervisor Name: Rose Jenkins Lane
Supervisor Title: Communications and Marketing Director
Supervisor E-mail: rose@conservingcarolina.org

Address: 847 Case St., Hendersonville NC 28792
Phone: 828-697-57777 x205
Fax: 828-697-2602
Website: conservingcarolina.org

Host Site Mission Statement:

Conserving Carolina is dedicated to protecting and stewarding land and water resources vital to our natural heritage and quality of life and to fostering appreciation and understanding of the natural world.

Summary of Position:

The Communications and Education Associate helps to engage community members in efforts to protect the natural environment in our local communities. The member will inform and carry out strategies to engage key audiences, which include Conserving Carolina members and volunteers, conservation minded citizens, and outdoor recreationists, while expanding our outreach to involve more young people and people of color. The member will support communications efforts through interviews, photography, videography, writing, social media management, publications, email newsletters, and website updates. The member will seek to engage community members as ambassadors and storytellers who inspire a conservation ethic. The member will help to lead educational activities including field trips and Boys and Girls Club lessons. The member will also support a wide range of outreach activities, including guided hikes, tabling, workshops, speaker series, and other activities.

Qualifications – Knowledge, Skills, and Abilities:

Applicants who with creative skills and experience with communications and/or education are encouraged to apply. The following qualifications are highly valuable:

- **Strategic thinking:** You are thoughtful about who you are trying to reach and the best ways to engage them.
- **Listening:** You are an attentive, respectful, and inquisitive listener; you can present stories and information people share with you in an accurate and authentic manner.
- **Storytelling:** You can make a story vivid and interesting; you can get people to care about the characters and what happens to them.
- **Photography:** You can compose, shoot, and edit photos.

- **Videography:** You can plan, shoot, and edit videos.
- **Writing:** You can write clearly, compellingly, and succinctly.
- **Graphic design:** You can make materials look good and engage the viewer. You are able to use Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and/or other graphic design tools
- **Digital platforms:** You are familiar with online channels and publication tools. You quickly learn the skills you need to use new platforms. You have experience using some or all of the following: Facebook, Instagram, Twitter, Wordpress, Constant Contact.
- **Education:** You are good with kids. You can get their attention and provide them with meaningful learning experiences.
- **Public Speaking:** You can address a group, hold their attention, and communicate clearly when speaking.
- **Creativity:** You generate ideas about new ways to connect with key audiences.
- **Responsiveness:** You consider feedback and results and you continuously refine your approach.
- **Teamwork:** You work well as part of a team, while fulfilling your individual responsibilities.
- **Accountability:** You have a strong work ethic, you're organized, and you manage your time well.

Preferred Service Hours / Weekly Schedule:

M-F, 9 a.m – 5 p.m with frequent weekend availability required

Position Responsibilities and Duties

Conservation Education: 100%

- Inform and carry out strategies to engage key audiences, which include Conserving Carolina members and volunteers, outdoor recreationists, and conservation minded citizens, while expanding our outreach to involve more young people and people of color.
- Interview people connected to local conservation and environmental stewardship efforts and share their stories in ways that engage key audiences and strengthen relationships.
- Involve community members as ambassadors and storytellers, who inspire others to care for the local environment.
- Shoot and edit photos and videos to document Conserving Carolina's work and tell compelling personal stories about the community members involved.
- Write materials such as articles, press releases, and website content.
- Provide graphic design for materials such as invitations, advertisements, flyers, posters, and displays.
- Produce the monthly "Habitat at Home" series, which educates people about how they can improve natural habitat where they live.
- Manage social media accounts, including Facebook, Instagram, and Twitter.
- Produce email newsletters.
- Update Conserving Carolina's website.
- Lead field trips to conservation lands, in partnership with local schools.
- Coordinate environmental education with local Boys and Girls Clubs.
- Support other educational initiatives called for in Conserving Carolina's community outreach strategy.
- Publicize Conserving Carolina events, including environmental speaker series.
- Support community events and activities including guided hikes, tabling, workshops, speaker series, and other activities.

PLEASE NOTE: In addition to fulfilling host site service responsibilities, all Project Conserve members are required to fully participate in team trainings, service projects and statewide AmeriCorps events. Project Conserve team events will occur approximately twice per month in locations throughout the service area and may require up to three overnight stays.

Essential Functions

Equipment / Software Used: Wordpress, Constant Contact, Adobe Creative Suite, Microsoft Office

Physical Demands: Moderate hiking and other activities unless accommodation is required

Transportation Needs: Transportation is provided from the office to events when needed

Setting/Location of Service Activities: Hendersonville, NC

- Using computer software and online programs for conservation-based education and outreach initiatives, including social networking, written articles and press releases
- Leading, coordinating, and interacting with diverse individuals in field-based and office settings (ex. landowners, students, low-income residents, partner organizations).
- Developing and implementing educational programs and events for groups (presentations, workshops, educational hikes and outings, etc).
- Training, supporting, coordinating, and recognizing volunteers for conservation-based volunteer opportunities.