



AmeriCorps Project Conserve 2019 – 2020 Service Description



AmeriCorps Position Title: Conservation Education & Volunteer Outreach
Host Site: Southern Appalachian Highlands Conservancy

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

Supervisor Name: Kristy Urquhart
Supervisor Title: Associate Director
Supervisor E-mail: kristy@appalachian.org

Address: 372 Merrimon Avenue, Asheville, NC 28801
Phone: 828-253-0095
Fax: 828-253-1248
Website: Appalachian.org

Host Site Mission Statement:

To assist recruiting and managing volunteers for at-risk ecosystem improvement on SAHC properties, enhance SAHC's outreach program by expanding educational outreach opportunities with partnering organizations and businesses by recruiting volunteers, planning and organizing 24-30 hikes and educational outings, and educating the community about the importance and necessity of our land conservation program. The position will enable the Associate to build initiative and strategic experience in developing public educational programs with our community farm and food project.

Summary of Position:

To assist recruiting and managing volunteers for at-risk ecosystem improvement on SAHC properties, enhance SAHC's outreach program by expanding educational outreach opportunities with partnering organizations and businesses by recruiting volunteers, planning and organizing 24-30 hikes and educational outings, and educating the community about the importance and necessity of our land conservation program. The position will enable the Associate to build initiative and strategic experience in developing public educational programs with our community farm and food project.

Qualifications – Knowledge, Skills, and Abilities:

- A strong commitment to community service and conservation.
- Strong verbal and written communication skills.
- Ability to work with diverse groups of people, and speak in public.
- Physically healthy ability to lead strenuous hikes
- Experience in communicating effectively, and working community groups.
- Experience with Adobe Photoshop & InDesign a plus.
- Basic understanding of Arcview 10.3 a plus.
- Experience using a GPS unit a plus.
- Experience with using social media and other emerging communication technologies.
- College degree with experience is preferred.
- Excellent organizational skills & attention to detail.

- Self-motivated and able to take initiative in working independently.
- An eligible associate must have their own vehicle that they can use.
- Driver's license is required.
- Spanish speaking a plus
- Eligible applicants must be at least 18 years of age, be a citizen, national, or lawful permanent resident alien of the United States, and consent to a criminal history check.

Preferred Service Hours / Weekly Schedule:

40 hours/week, Monday – Friday, typically 9 – 5 pm (daily schedule may vary). Possibly two weekend retreats with board and staff. The individual will work many Saturdays and/or Sundays and will have some night and weekend scheduled events.

Position Responsibilities and Duties:

CONSERVATION EDUCATION (80%)

- The AmeriCorps member will plan and organize 24-30 hike and educational outings that will directly educate diverse community populations (middle schools, scouts, colleges, disadvantaged communities, families, etc.) on SAHC properties that contain at-risk ecosystems.
- The Member will also give community presentations, and provide information to community partners about the importance of conserving at-risk ecosystems.
- The Member will work with SAHC's education partners French Broad River Academy, Project Power, Warren Wilson College, UNC Asheville, Xplore USA, Osher Lifelong Learning Institute and other students to the SAHC Community Farm for hands-on outdoor education about water quality, stream restoration, best management practices, and farming.
- The Member will build on our partnership with The Center for Diversity and Education at UNC Asheville to continue to be a leader in the Everybody's Environment initiative
- The member will continue and build our partnership with AmeriCorps Project Power to engage underserved community youth.
- The AmeriCorps member will work with the SAHC Communications Director to develop multichannel communication content for social network updates and bi-lingual blog posts to raise awareness and educate the community about SAHC's land conservation work and develop public educational programs about preserving farm properties that produce healthy, local foods.
- The AmeriCorps member will assist the SAHC Community Farm director with workshops on our Farm program - Access to Land Livelihood and Learning. This is a collaboration of partners(Organic Growers School & WNCFarmLink) to provide beginning limited resource farmers with a structure of training and land access opportunities that allows them to successfully build and grow long-term farm businesses

VOLUNTEER INFRASTRUCTURE PROGRAM (50%)

- The AmeriCorps member will recruit and manage volunteers for hands-on improvement projects on our properties that contain at-risk ecosystems. These outings will include trash pick-up, trail improvement projects, and habitat restoration.
- The Member will also recruit and manage volunteers at our Community Farm - using live-stock to manage invasive species, and using hand tools. By teaching volunteers about what invasive species are and how to identify them, and training volunteers on how to remove them, we hope that people will learn how to be better conservation leaders in the community.
- The Member will recruit volunteers from a wide population base - including local schools, colleges, civic groups, senior centers, and faith-based communities - and via a variety of methods such as tabling at SAHC events, newsletter, social media and blog posts

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: Microsoft Office Suite, Adobe Photoshop & InDesign, Arcview 10.3, WordPress, Instagram, Twitter, FB, SnapChat, and other social media platforms.

Physical Demands: Member should be comfortable leading people in the field in sometimes adverse conditions and potentially steep terrain

Transportation Needs: Reliable vehicle - All-wheel or 4-wheel a plus

Setting/Location of Service Activities: Asheville Office and surrounding work in the Field within 2 hours of Asheville

Other Considerations: Strong commitment to community service and conservation, Ability to work with diverse groups of people, and speak in public.

- 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.