



AmeriCorps Project Conserve 2021 – 2022 Service Description



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

Service Term: September 1, 2021 – July 31, 2022

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:
To protect, restore, and inspire appreciation of our natural world.

Summary of Position:

The Communications and Education Associate engages community members in efforts to protect the natural environment in our local communities. The associate helps to create and carry out strategies to engage key audiences, including Conserving Carolina members and volunteers, conservation minded citizens, and outdoor recreationists, especially younger people and people of color. They will support communications efforts through photography, videography, social media management, writing, press outreach, email newsletters, and website updates. They will seek to engage community members as ambassadors and storytellers who inspire a conservation ethic. They will help to lead field trips and environmental education activities with schools and community organizations. They 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.
- **Creativity:** You generate ideas about new ways to connect with key audiences.
- **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 proficient in or willing to learn graphic design tools such as Canva Adobe Photoshop, Adobe InDesign, or Adobe Illustrator.
- **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.
- **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:

Typically M-F, 9 a.m – 5 p.m with frequent weekend availability required. Weekend hours can be compensated with time off during the week.

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.
- Share stories about Conserving Carolina's work as well as the community members we work with, through writing, photography, videography, and/or other media.
- Involve community members as ambassadors and storytellers, who inspire others to care for the local environment.
- Shoot and edit photos and/or videos to engage people in Conserving Carolina's work.
- Write materials such as articles, press releases, and website content.
- Provide graphic design for materials such as invitations, advertisements, flyers, posters, and displays.
- Provide content for our "Habitat at Home" campaign, 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 with educational materials.
- Lead field trips to conservation lands, in partnership with local schools.
- Provide environmental education activities for community partners, which may include libraries, after-school programs, nonprofit organizations, and/or scouting groups.
- Publicize Conserving Carolina educational events.
- Support outreach events, which may include guided hikes, outings, tabling, workshops, film screenings, speaker series, and other activities.

Additional Comments

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