



AmeriCorps Project Conserve 2023 – 2024 Service Description



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

Service Term: September 5, 2023 – July 31, 2024

Supervisor Name: Rose Jenkins Lane
Supervisor Title: Communications and Marketing Director
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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 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 with creative skills and experience with communications and/or education are encouraged to apply. The following qualifications are valuable although candidates are not expected to have all of these skills:

- **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.
- **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, using Canva or similar 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 provide meaningful learning experiences.
- **Organization:** You can manage a complex job with numerous responsibilities.
- **Carefulness:** You check your work to minimize errors.
- **Accountability:** You fulfill goals, meet deadlines, and are productive with limited supervision

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%

- Share stories and information about Conserving Carolina’s work through writing, photography, videography, and/or other media.
- Shoot and edit photos and/or videos.
- Write materials such as articles, press releases, and website content.
- Provide graphic design for materials such as invitations, advertisements, flyers, posters, and displays.
- Manage social media accounts.
- Produce email newsletters.
- Update Conserving Carolina’s website.
- Publicize Conserving Carolina events.
- Produce signs to display at trailheads and conservation properties.
- Lead field trips to conservation lands, in partnership with local schools.
- Provide environmental education activities for community partners, such as libraries, after-school programs, nonprofit organizations, and/or scouting groups.
- Represent Conserving Carolina by tabling at community events.
- Support outreach events, which may include guided hikes, outings, 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