

2022-2023 AmeriCorps Member Position Description



Partner Organization Name: Associated Professional Educators of Louisiana (A+PEL)

Corps Member Position Title:

Combination Social Media Coordinator and Program Outreach & Community Awareness Coordinator

Supervisor: Keith Courville and Sarah Eich

Days/Hours of Service: Monday-Friday: 8:30-4:30pm (with the potential for flexibility)

Physical Location: 7907 Wrenwood Blvd., STE B, Baton Rouge, LA 70809

Organization Mission and/or Goals:

At A+PEL, we aspire to create a connected and supported community of all Louisiana educators. We are committed to supporting, empowering, and encouraging Louisiana educators throughout their entire careers by providing comprehensive legal coverage, professional development, financial resources, and opportunities to amplify their voices. Core Values of A+PEL A+PEL aspires to serve educators and support staff by providing comprehensive legal coverage, quality professional development, and inspiring member engagement. A+PEL aspires to encourage, support, advance, empower, and educate all educators and support staff to grow in their profession and know they are valued and appreciated. A+PEL aspires to provide all educators and support staff with recognition throughout their careers by celebrating accomplishments and offering various types of development opportunities.

Program Mission and/ or Goals:

We would like to build capacity by expanding and increasing our social media presence and other forms of communication, thereby expanding access to and awareness of the charitable and program opportunities available to Louisiana educators through our organization. As educator participation increases, we believe it will allow us to increase and improve the opportunities available to them.

Member Position Summary:

For the purposes of this project, we would like a combination Social Media and Outreach/Community Awareness Coordinator. By improving communication frequency and quality with our members and other educators, we hope to improve access to available resources for all Louisiana educators. This increased access to professional development opportunities, social events, scholarship and grant money will positively impact an often underserved and overworked group. We can measure this impact by observing pre-project and post-project data to see whether or not there is increased engagement in social media and in-person activities. We can also measure pre-project and post-project scholarship and grant applications and donations to districts and schools.

Essential Functions of Position:

Service activities will include:

- using a wide array of social media platforms and traditional forms of communication
- creating and monitoring social media posts
- communicating with supervisors and directors about upcoming activities and events that can be used for social media posts
- gathering and analyzing data on the effectiveness of project
- planning and adapting as needs arise
- assisting with organizing and attending in-person events for educators if COVID-19 allows

These are not generally tasks that require much walking, lifting, or carrying, but they will most likely require a good bit of sitting.

Ideal Candidate Qualifications

Strong communications skills required. This would be a phenomenal opportunity for anyone interested in eventually becoming an educator, but that is not a requirement.

Our corps member needs to have reliable transportation to our office. Depending on proximity of the corps member's residence to our office, it might not be necessary to have a vehicle. However, due to the difficulties of navigating Baton Rouge's public transportation and this not being a particularly bike-friendly area, it would be best if she/he/they have a personal vehicle.