

# 2024-2025 AmeriCorps Member Position Description



**Partner Organization Name:** Louisiana Appleseed

**Corps Member Position Title:** Social Media & Technology Coordinator

**Supervisor:** Adrienne Wheeler

**Days/Hours of Service:** Monday-Friday: 9-5

**Physical Location:** 935 Gravier St Ste 2155, New Orleans, LA 70112

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## **Organization Mission and/or Goals:**

Louisiana Appleseed solves our state's most challenging problems at their root cause by advocating for Access to Justice, Opportunity, and Education. We believe our state will be stronger through fair and equitable access to the courts, the economy, and public schools. To accomplish this, we build bridges between vulnerable communities and our extensive network of pro bono professionals to develop meaningful, sustainable solutions that help justice take root.

## **Program Mission and/ or Goals:**

Our Center has served thousands of people through our many justice, opportunity, and education initiatives such as Appleseed's Heirs' Property Legacy Project, unlocking over \$16M in economic benefits to homeowners since 2007; Feed More for Less Project, allowing public schools to provide free breakfasts and lunches to children across the state; and Civil Legal Aid Supports Louisiana Project that has secured \$2.5M in state appropriations since 2019, yielding a 1,799% social return on investment.

## **Member Position Summary:**

Louisiana Appleseed seeks a Social Media & Technology Coordinator responsible for cultivating and stewarding partnerships using various technologies. The Coordinator will work with staff to draft newsletters, create social media content, and strategize methods of institutionalizing streamlined tech use.

## **Essential Functions of Position:**

- Conduct phone calls and informational interviews with directly impacted community members and program participants.
- Assist in the interview process for the Decline of Service Toolkit/Assistance Ambivalence project.

- Create a strategy for Google ad grant optimization.
- Communicate with staff on ongoing social media efforts.
- Track outreach efforts using SproutSocial.
- Provide meaningful feedback on technologies used by staff and make recommendations for improvements.
- Create social media campaigns on individual issues and strategize a yearlong effort.

#### Key performance indicators (KPI)

- # Social media posts per week
- # Quarterly newsletters launched
- # Google ad grants posted
- # Interviews completed
- Additional qualitative metrics
- How should Appleseed measure success in its use of social media?
- How diverse is Appleseed's media use (e.g. social media channels, television, radio, etc.)? How can it improve?

#### **Ideal Candidate Qualifications**

- Experience with or willingness to learn SproutSocial, Monday.com, Salesforce, and MS Excel.
- An interest in the following: design, sociology, online engagement, communication, law and society, and project management.
- Own or have access to a vehicle. Mileage reimbursement available.