



Member Position / Title:

Technology & Social Media Coordinator

Member Immediate Supervisor: Janet Wilson

Name: Days / Hours of Service: M-F 8:30 –5

Member Immediate Supervisor Title: Development Manager

Partner Organization Name: Café Reconcile

Website: www.cafereconcile.org

Organization/Agency Mission and/or Goals:

Reconcile New Orleans transforms the lives of young adults (ages 16-24) and the community through the ministry of reconciliation.

We do this by encouraging personal growth, providing workforce development and training, promoting entrepreneurship, working with businesses, nonprofits and people of faith to support this transformation, and building strong communities through community economic development.

Program Mission and/or Goals:

Same

Community Need:

We are a community of concerned people committed to addressing the system of generational poverty, violence and neglect in the New Orleans area. Our innovative life skills and job training program assists young people (ages 16–24) from severely at-risk communities who desire to make a positive change in their lives. Reconcile’s students arrive facing a vast array of challenges, from extreme poverty and high school attrition to homelessness, violence, and participation in the juvenile justice system. Nonetheless, these young people possess a deep desire to break the cycle and become productive, contributing members of society.

Member Position Summary:

Technology & Social Media Coordinator

Social media and email

1. Create and execute content marketing strategy across all social media platforms (i.e., Facebook, Instagram, Twitter)
2. Regularly engage and respond to community via social channels
3. Track key engagement metrics and report to team
4. Manage email marketing, including segmenting email lists, ensuring accuracy with donor database, and drafting monthly e-blast
5. Take photos and videos for all events and during the week highlights

Digital and print communications

1. Update website as necessary
2. Ensure brand guidelines are followed for all digital and print assets
3. Maintain and update visual asset library, including photos, videos, and graphics
4. Manage contractors for special projects (e.g., graphic designer, videographer, photographer)
5. Gather information for Café Reconcile Storytelling from staff, students and stakeholders

Member Impact:

This position provides the ‘voice’ for Café Reconcile to our stakeholders and potential students. This position is

part of the development team. The measurable short and long-term goal will be achieved through weekly discussions and by reporting on execution/return of the plan and metrics. This position is vital and provides support to reaching our goal of student recruitment, alumni participation and meeting all fundraising goals. This position reaches into each department and serves as a communications liaison.

Essential Functions of Position:

1. Weekly check-ins with Programming Department and Café. Find out what is happening that week/month for messaging on all platforms. Forms and checklists will be provided.
2. There are 6 classes a year. Meet each class as a whole in the beginning and schedule interviews with those that have signed the photo release. There will be 2 interview sessions – at the half way point and towards the end. Gather contact information for Alumni follow-up.
3. Check in daily on all social media post and respond accordingly to inquiries and comments.
4. Identify trends or areas for improvement though the metric reporting on social media platforms and email campaigns.
5. Get to know the students – it helps with storytelling and it’s really fun.
6. Attend at least one Word of the Day a week. This is how we start everyday and is a great opportunity to meet the students. It begins in the café at 8am and includes breakfast.
7. Not a function but a perk – we get a staff lunch everyday!
8. The website is hosted on Wordpress Engine and it’s on the Wordpress platform. We will provide training and you will be expected to update as needed.
9. We have the Adobe Suite that is used for creating all collateral. There is an expectation that you will already know how to use at least one program to complete these tasks.

Required Knowledge, Skills, and Abilities

Photography skills using a DSLR including editing photos and videos, Adobe Creative Suite, Wordpress, Microsoft Suite, Social Media skills and account access.

Required Academic and Experience Qualifications:

Degree in one of the following - Marketing, Communications, or Design OR experience matching above descriptions.

Required Academic and Experience Qualifications:

- Corps member candidates will undergo a federal and state background check and are checked against the National Sex Offender Registry. The AmeriCorps and Serve Louisiana guidelines dictate that a candidate can be disqualified for the following reasons:
 - o Murder conviction
 - o They are registered on the sex offender registry
 - o They provide a false statement in response to inquiry about criminal history (application or interview)
 - o They refuse to undergo the background check

Please indicate here if your organization has any other restrictions or requirements that would deem a candidate not eligible to serve with your organization. Otherwise, please check this box:

X Our organization does not have any additional disqualifiers to become an AmeriCorps member.