



AmeriCorps Member Position Description



Member Position / Title: Outreach Assistant

Member Immediate Supervisor Name: Corey Miller

Days / Hours of Service: Typically, Mon. – Fri. 9:00 am – 5:00 pm.; nights and weekends for events

Member Immediate Supervisor Title: Director of Community Resilience

Partner Organization Name: Coalition to Restore Coastal Louisiana

Organization/Agency Mission and/or Goals:

Mission: Drive bold, science-based action to sustain a dynamic coastal Louisiana through engagement and advocacy.

Purpose: To sustain as much of Louisiana's coast as possible despite climate change and other factors causing land loss. In pursuit of this overarching goal, we build support for restoration, increase public awareness of CRCL in order to extend our influence, and strengthen our organizational capacity.

Program Mission and/or Goals:

The Outreach and Engagement Program advances CRCL's mission as an avenue for recruiting support for coastal restoration by explaining plans for ecological restoration and flood protection and facilitating community input into those plans. In this capacity, the program operates as a clearing house, providing communities with information regarding these plans in a non-technical fashion, and as a liaison, helping residents of coastal communities voice their concerns and perspectives to the appropriate authorities overseeing restoration and flood protection.

Community Need:

Louisiana's coast is home to more than 3.5 million residents and since 1980, the region has experienced over 50 coastal hazard events (mostly flooding), each costing more than a billion dollars. Efforts to restore the environment and reduce flooding affect a much larger number of residents than are currently engaged in understanding and driving those plans. The technical, scientific nature of these issues and the large area of Louisiana's coast that's impacted make it difficult for significant proportions of these residents to engage. CRCL bridges this gap by communicating in a frank, comprehensible fashion and meeting people in their communities where they are comfortable. This program supports innovative strategies to engage residents of coastal communities who are flood-prone, often fishery-dependent, and facing significant challenges to maintain their way of life. Through all of this work, we aim to provide information so that coastal residents may make better informed decisions about their future and relay local knowledge so that plans may be better informed.

Member Position Summary:

The Outreach Assistant will increase CRCL's capacity to engage a greater number of people who live, work, and enjoy life in coastal Louisiana so that they may work towards a more secure future. They will expand this capacity between two main projects: our young-adult engagement initiative and beginning the development of a virtual repository of online resources.

In specific ways, the Assistant will:

Young-Adult Engagement:

CRCL is beginning an "Emerging Leaders" program to work with public high school juniors and seniors with an interest in our coastal environment, targeting those with the least access to these opportunities. The Outreach Assistant will coordinate this program designed to expose participants to coastal issues and professions through field trips, presentations, and experiential learning.

Additionally, they will coordinate our "Student Ambassador" program, expanding on a project started this past year with a current AmeriCorps Member. CRCL is developing networks through LA universities and colleges by engaging key students who are interested in an environmental-related field in a quid-pro-quo. They get to learn more in-depth about the work being done in coastal professions and organizations through 30 hours of volunteer work while helping CRCL expand our presence.

Online Coastal Resource Repository:

CRCL is developing an online repository that will serve as a platform for awareness, engagement, and advocacy. The Outreach Assistant will help to create and compile a collection of online resources focused on expanding the understanding of Louisiana's land loss crisis and innovative solutions to combat the impacts of climate change and rising sea level. This will include linking to currently available resources, researching to develop original content, and coordinating with other CRCL Staff for content. Residents may use these resources to become better informed about coastal issues that impact them and learn avenues to engage in decision making processes that affect their future. Potential topics include geographic history of the coast, settlement by various cultures, causes and solutions to fight wetland loss, and other relevant information.

Additional Activities:

Support CRCL's events and logistics on an as-needed basis. This will include tabling at various events to spread awareness of issues and engage the public, assisting with volunteer event logistics and documenting volunteers in action, and other activities. This may include evening and weekend work and at remote field locations (working with volunteers amongst the wildlife in the wetlands).

Member Impact:

The Outreach Assistant will enable CRCL to engage with greater numbers of coastal residents and to do so at a deeper level. They will directly increase CRCL's impact, allowing us to engage a greater number of coastal residents through online content, CRCL's Young-Adult Engagement

initiatives, and supporting our volunteer restoration and other public events. Increasing awareness and engagement to a greater number of coastal residents leads to a better-informed population making smarter decisions about living with the challenges of climate change. Engaging youth and the next generation of residents and professionals helps prepare for the long-term fight to sustain our coast and communities.

Essential Functions of Position:

- Work with coastal residents – specifically, those who are faced with adapting to increasing flood risks and changing environmental conditions impacting their livelihoods - to provide resources that allow them to make better-informed decisions for the future of their families and communities.
- Assist with the development of informational materials to explain the anticipated impacts of climate change and plans for restoration and flood protection.
- Conduct background research on a wide variety programs, policies, and case studies relevant to strategies for coastal communities facing climate adaptation issues.
- Collaborate with scientists, historians and other professionals to create online content (webinars, videos, and blogposts) focusing on Louisiana’s land loss crisis;
- Create images and videos to be used for social media and website purposes focused on Louisiana’s many land loss and sea level rise issues and success stories;
- Create content that would be utilized for our Young-Adult Engagement initiatives for high-school and college student engagement (Emerging Leaders of Louisiana and Student Ambassador Programs);
- Coordinate logistics for experiential learning and other activities for Young-Adult Engagement initiatives;
- Assist with content for several of the organization’s social media accounts including Facebook, Instagram, Twitter and YouTube;
- Assist staff with other CRCL programs including (but not limited to) Habitat Restoration Program events, the State of the Coast conference, the Stewardship Awards Banquet, and tabling at festivals.
- Assist with special projects as they arise.

Required Knowledge, Skills, and Abilities:

- An interest in climate adaptation, coastal environments, climate justice, planning, wetland restoration, flood protection and/or a similarly relevant field.
 - Applicant must be able to grasp basic ecological principles and be able to explain them to others.
- Ability (or willingness to learn) to create video and other media content including research, storytelling, image/video editing, etc.
- Enthusiastic – must have a desire to play a positive role within the community exhibiting the appropriate social and interpersonal skills.
- Self-motivated – the applicant must be comfortable working without constant supervision.
- Comfortable working behind a computer screen in an office and out on the coast in the wetlands.

- Good communication skills (both verbal and written).
- Personable and comfortable interacting with the public - spreading awareness of the issues, coordinating at events, recruiting participants for Young -Adult Engagement initiatives, etc.;
- Detail orientated and able to manage time appropriately

Required Academic and Experience Qualifications:

- Valid driver's license, safe driving record, and reliable transportation.