2023-2024 AmeriCorps Member Position Description

Partner Organization Name: E Pluribus Unum

Corps Member Position Title: Social Media and Technology Coordinator

Supervisor: Madeleine McLain

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

Physical Location: 1055 St. Charles Avenue, Suite 300, New Orleans, LA 70130

Organization Mission and/or Goals:

Mission:
To build a more equitable and inclusive South, uprooting the barriers that have long divided the region by race and class. Goals: Cultivating and empowering courageous leaders who are focused on racial equity; Changing the divisive narratives that perpetuate systemic and interpersonal racism; and Championing transformative policy change.

Program Mission and/or Goals:
The goal of the Narrative Change work is to highlight and change narratives that perpetuate systemic and interpersonal racism in order to shift people’s attitudes and behaviors. Our Narrative Change programming focuses on empowerment through storytelling that highlights the impacts of racial injustice in our institutions and amplifying stories that showcase the strength of our diversity, our shared common ground, and the value of ultimately fulfilling the promise of America.

Member Position Summary:
The member position will be Social Media and Technology Coordinator. The member will have a heavy role in the management of technology and processes to manage internal and external communication that facilitates team collaboration and informs EPU partners and program participants about event and activities. The member will collaborate with the Communications team to help design, update, and manage informational and educational materials for EPU’s emails, newsletters, web platforms, and social channels. The Coordinator will also help to develop and produce our ongoing external communication efforts, which consist of event notifications/invitations, quarterly newsletters, media outreach, and other important organizational announcements.

Our Narrative Change work is executed through Communications-related initiatives across the 13 southern states. The member will support Narrative Change programming including our Conversations for an Equitable South series, The Power of Story project, and our Unum Fellows storytelling campaigns.
Essential Functions of Position:

Create content, update website copy and creative assets, and draft communications such as newsletter segments and event materials. Manage and update all internal and external communications related software and technology (i.e. Media lists and monitoring on MuckRack; Contact list management through Salesforce; Salesforce and SplashThat email integration).

Member Impact

EPU impacts community needs through supporting organizations and leaders on the ground that provide direct action and services around a wide variety of equity issues. Our support takes the form of convening, facilitating connections, serving as a resource for tools and research around race and equity work, and amplifying stories that illustrate the equity work happening across the Southern region. The member’s work as Social Media and Technology Coordinator will help E Pluribus Unum continue to reach new audiences, highlighting the work of our organization and the work of our partners, as well as the many ways in which narratives that perpetuate systemic and interpersonal racism are being changed in communities across the American South.

Additionally, the work the member would do contributes to three key organizational objectives: 1) To amplify EPU’s tangible, local, equity-advancing work throughout the American South resulting in at least a 10% increase in social media engagement. 2) Maximize efforts to strategically expand EPU’s reach across all platforms and across all 13 states. 3) Execute targeted multi-media (social, print, podcast) storytelling campaigns that amplify the work of partners, surrogates, Fellows, and Alliance members.

Skills, knowledge and trainings the corps members should expect to gain from this position

Members can expect to have access to networking opportunities with EPU partners, Fellows, and program alums throughout the course of their service. There will be a convening of truth and healing organizations in November of 2023, as well as an annual Fellows Conference in June of 2024. Each of these events will bring our network together in-person. Additionally, there will be several opportunities to engage in travel to key southern states in order to capture communications/event related content. Finally, there will be opportunities to engage and network through virtual programming.

In addition to hands on training around Communications and IT, the member will have the option to participate in knowledge and skill-building trainings around the following topics over the course of their service:

- Engaging in productive conversations about race in intra-racial and inter-racial spaces.
- Structural Inequity Problem Analysis Stakeholder Engagement.
- Landscape and Ecosystem Analysis.
- Advocacy. Communications approaches.
- Climate justice.
- Members can expect to develop skills in community assessment, outreach, curriculum development, facilitation, and content development

Ideal Candidate Qualifications

- Ability to use internet search engines to conduct research
• Ability to read and write English at a professional level
• Ability to use Microsoft Office and Google tools for documents, spreadsheets, slide presentations, and email.
• Strong written and verbal communication skills.
• Ability to use video conferencing
• Strong organization, planning, and documentation skills Strong analytical skills.
• Bachelor’s degree and at least one year of full-time work experience in any field or High School/GED and at least 3 years of full-time work experience in any field Experience with written communications work
• Experience living, working, or attending school in a southern state
• Experience or strong interest in working in communications field
• Experience conducting basic internet research
• Experience using social media platforms such as facebook, Instagram, twitter, and LinkedIn

* It is recommended that the member have their own vehicle. While it is possible to navigate the city without personal transportation, this can be difficult and inconvenient. The office is on the streetcar line. New Orleans has also increased the number of bike lanes in recent years however bike travel can still be challenging in the city. Rideshare and taxi options are also available however this would not be cost-effective as a primary mode of transportation.