

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: E Pluribus Unum

Corps Member Position Title: Technology and Social Media 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:

To build a more just, equitable, and inclusive South, uprooting barriers that have long divided the region by race and class

Program Mission and/ or Goals:

The goal of the Communications team is to tell the story of EPU's work to change narratives that perpetuate systemic and interpersonal racism to shift people's attitudes and behaviors.

Member Position Summary:

As the Technology and Social Media Coordinator, the AmeriCorps member will support the Communications team in the ongoing development and management of our website and other external communications (i.e. emails, newsletters, and outreach). As EPU launches new programs, initiatives, and projects, we will look to the Technology and Social Media Coordinator to work alongside our website developer to provide and update website copy, creative assets, and ensure overall web user functionality. The Coordinator will also help to develop and produce our ongoing external communication efforts, which consist of event notifications/invitations, quarterly newsletters, and other important organizational announcements.

Essential Functions of Position:

- Management of the website through wordpress and constant communication between comms director and web developer.
- Newsletter creation through online splash platform, with contact management through salesforce integration.
- Event communications management through online splash platform.

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 the Technology and Social Media 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. 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.
- Measuring Success. Framing and Messaging Using Data.
- Advocacy. Communications approaches.
- Climate justice.
- Members can expect to develop skills in community assessment, outreach, curriculum development, facilitation, and content development

Ideal Candidate Qualifications

- Basic understanding of relevant technology (email, Microsoft programs, google programs) and writing/copy editing abilities are preferred.
- High School degree or above with some professional experience preferred.
- 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.