



AmeriCorps Member Position Description



Member Position / Title:

Community Engagement Coordinator

of Member Slots in this Position:

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Member Immediate Supervisor

Sophie Harris Vorhoff

Name: Days / Hours of Service:

Monday-Friday 9am-5pm is typical office hours. The member will work program and events on evenings and weekends as scheduled, and will his/her flex schedule accordingly.

Member Immediate Supervisor Title:

Executive Director

Partner Organization Name:

Friends of Lafitte Greenway
2200 Lafitte Street, New Orleans, LA 70119

Website: www.lafittегreenway.org

Organization/Agency Mission and/or Goals:

Friends of Lafitte Greenway works to build, program, and promote the Lafitte Greenway as a great public space. Our vision is a healthy and vibrant Greenway that connects people to nature, their destinations, and each other.

Program Mission and/or Goals:

Friends of Lafitte Greenway works in 3 program sectors: Community, Nature, and Transportation. Our goals for each of the sectors are detailed below.

- Nature - A well maintained ecosystem that is thriving, attractive and sustainable.
 - Nature on the Greenway is beautiful and functional.
 - Community has increased understanding and value of nature on the Greenway
- People - A community-oriented and highly-used public space.
 - Design, operations, and maintenance serves the community's needs.
 - Programming engages diverse communities.
 - Community has awareness, access, and ownership of the Greenway.
- Transportation - A transportation connector that safely links neighborhoods and locations along the Greenway.
 - Accessing the Greenway is safe and convenient.
 - Using the Greenway is safe, easy, and fun.

Community Need:

The Lafitte Greenway is a 2.6-mile linear park and trail in the heart of New Orleans. Opened in 2015, the Greenway is the backbone of New Orleans' growing bike network—a public space used by 300,000

people annually--designed to enhance transportation options, community-building, health and wellness, environmental sustainability and resilience, and equitable community revitalization. In 2018, with extensive community input, Friends of Lafitte Greenway adopted a strategic plan to guide community engagement, programming, and development of the Greenway to ensure that this space accomplishes our vision: a vibrant and healthy public space that connects people to nature, their destinations, and each other. Through community engagement, volunteer management, planning and design, project development, and the creation of arts, cultural, health, and environmental programming, we can realize the community's vision for this public space.

Member Position Summary:

The Community Engagement Coordinator will recruit, train, and manage Greenway volunteers—including members of advisory committees that steer and support the implementation of programming and projects--as well as event and program volunteers. The member will support community engagement and communications activities including outreach to community groups, and content development and delivery through web, email, social media, and earned media. Guided by public input, the member will work closely with Friends of Lafitte Greenway's Executive Director and Program Director to plan, produce, and enhance programming and projects on this Greenway, such as arts and cultural events, fitness and environmental programs, and improvements to the built environment. The corps member will assist in our coordinated work with City of New Orleans and the community to develop shared priorities for the Greenway's development, driving the implementation of the Master Plan and Revitalization Plan through advocacy and public and private partnerships.

Member Impact:

The member will expand community engagement and ownership of the Lafitte Greenway through outreach and communications, volunteer recruitment and management, and through the development and production of programming and projects that meet community needs. These may include arts and cultural programs, environmental programs, and planning and design enhancements. The long-term outcomes of the member's work will be a public space that enhances community health, wellness, and environmental resilience.

Essential Functions of Position:

- Volunteer Engagement & Management – Recruit, train, and manage volunteers for programs and events, community outreach, and advisory committees. Coordinate volunteer-driven advisory committees, including setting agendas, developing objectives, scheduling, coordination, and managing action items.
- Communications & Outreach – Raise community awareness about Lafitte Greenway programming and development through content creation and delivery in the following mediums: email, social media, blog, presentations, person-to-person outreach, and earned media.
- Program & Project Development – Coordinate the development, implementation, and improvement of Greenway programs and planning and design projects in close coordination with the Program Director, Executive Director, and advisory committee members. Upcoming program activities and projects include arts and cultural programs and installations, bike network enhancements, Greenway trail extension, fitness programming, and environmental improvements.

Required Knowledge, Skills, and Abilities

- Proficiency in Microsoft Office products, Google Apps, and social media.
- Ability to effectively communicate in both oral and written forms.
- Self-starter with time management and organizational skills.
- Trust-builder who can develop and maintain relationships with diverse stakeholders. Ability to communicate respectfully and well with people of all backgrounds.
- Ability to stand for extended periods of time and to walk 3-miles.
- Proficiency in Spanish is an asset.

Required Academic and Experience Qualifications:

College degree