Partner Organization Name: Louisiana Appleseed

Corps Member Position Title: Outreach Coordinators (2 positions)

Supervisor: Adrienne Wheeler

Days/Hours of Service: Monday-Friday: 8-4

Physical Location: 935 Gravier St Ste 2155, New Orleans, LA 70112

Organization Mission and/or Goals:
Louisiana Appleseed solves our state’s most challenging problems at their root cause by advocating for Access to Justice, Opportunity, and Education. We believe our state will be stronger through fair and equitable access to the courts, the economy, and public schools.

Program Mission and/or Goals:
After the 2005 hurricanes, 2016 floods, and subsequent disasters, some Louisiana residents were unable to receive federal and state aid for property damage. They owned their homes. They even paid property taxes. But legal documents didn’t list them as owners. So, they lacked a “clear title.” Their homes were passed down through generations by family agreement, but not through the legal system. They owned “heirs’ property” and couldn’t receive government aid or finance repairs. Louisiana Appleseed volunteers have been working on title issues involving inherited property through legislative advocacy and by educating community members and policymakers about the serious consequences that happen when people do not take the necessary legal steps to transfer title to homes and land into the name of the person who inherited the property. This project is statewide.

Member Position Summary:
Louisiana Appleseed seeks two members to fill two Outreach Coordinator positions. Members will be responsible for cultivating and stewarding partnerships, creating and distributing outward-facing communications on Appleseed programs, and making recommendations for technologies that improve efficient internal systems. Members will
work together to strategize a method of collecting and assessing needs from colleagues, staff, and partners to expand Appleseed’s mission and goals and deepen the organization’s impact. Activities may include conducting presentations on Appleseed’s programs, assisting with client interviews and intake at events, or following up on leads for potential partners across the state. Members may need to conduct cold calls to possible partners and relay the information to the full staff. Members will also be expected to assist with strategizing partnerships for maximum programmatic impact. To reach new audiences, the members will also identify, initiate, and execute social media campaigns, and press opportunities. The members will also assess the organization’s current use of technology and make recommendations for more efficient systems as they may arise. The members should take every opportunity to creatively publicize Appleseed’s programs with the goal of expanding Appleseed’s partners.

Louisiana Appleseed is committed to affording equal opportunity to all employees and applicants for employment without regard to race, religion, national origin, sex, age, disability, union affiliation or veteran status. This policy applies to all personnel action including recruitment, hiring, training, promotions, compensation, benefits, transfers, layoffs, termination and recreational and social programs. Louisiana Appleseed believes that employees have a right to work in an environment free from harassment based upon the employee’s race, religion, sex, sexual orientation, age, national origin, disability, union affiliation or veteran status.

Essential Functions of Position:

- Conduct phone calls and informational interviews with potential partners.
- Evaluate the potential for programmatic partnerships.
- Communicate with staff on outreach efforts.
- Track outreach efforts using Excel or constituent relationship management (CRM) system.
- Provide meaningful feedback on sundry technologies used by staff and make recommendations for improvements, as may be needed.
- Create social media campaigns on individual issues and strategize a yearlong effort.
- Draft press releases on organizational activities.
- Conduct presentations to public audiences on Appleseed programming goals.
- Conduct intake for potential clients for existing legal aid partners.

Member Impact

Goal 1: Introduce and promote Louisiana Appleseed programming.
- Identify grassroots organizations in the state that focus on our program areas.
- Contact potential partners and introduce Appleseed.
- Engage impacted communities on listening tours across the state.
• Conduct site visits to potential partners when possible.
• Coordinate organizational and programmatic communications with the general public.
• Synthesize information learned in listening tours.

**Goal 2:** Identify primary and secondary program partners for each program area.
• Define how primary and secondary partners should be defined.
• Determine the level of engagement Appleseed should embark with potential partners: primary or secondary.

**Goal 3:** Devise a strategy for continued grassroots/tops engagement with primary and secondary audiences to achieve policy-level solutions.
• Define the parameters for grassroots engagement with directly impacted communities that compliments direct service provider work.
• Work with the Board of Directors toward a final Appleseed policy on community engagement.
• Communicate with direct service providers on Appleseed strategy.
• Publicize communications strategy to the general public in regular intervals. Key performance indicators (KPI) will be mutually agreed upon with the corps member once the member has an understanding of their role and Appleseed’s programming. KPI may include quantifiable figures for the following.
  • # Partners created (increase/decrease)
  • # Partners contacted over time (graph)
  • # Community education events coordinated
  • # People reached through social media
  • # Press releases published
  • # Media spots secured
  • # Individuals connected to legal services
  • # Testimonials collected for mass distribution
  • # Newsletters published

The corps member may also be evaluated based on qualitative measurements of the following:
• Alignment of missions or activities with new partners
• Quality of strategic planning throughout the year
• Innovative contributions to outreach efforts
• Depth of partnerships (eg joint social media posts versus joint event creation)

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

Corp members will end their time at Appleseed understanding a broad landscape of service providers in the state. They will also have a clear understanding of what outreach encompasses; how to strategize an outreach plan; how to successfully
implement a plan, including the ability to pivot; strong professional communication experience; and a critical appreciation for how structures promote persistent poverty.

Ideal Candidate Qualifications

- Commitment to Louisiana Appleseed’s mission and approach to the work.
- Commitment to social justice issues and apply this dedication to project work.
- Knowledge of basic office software, including word, excel, and power point.
- Willingness to learn or improve upon use of online software programs such as Monday.com, Canva.com, Prezi.com, and others.
- Strong written and verbal communication skills.
- Ability to work as a team member comprised of attorneys, post-doctoral professionals, law clerks, and business professionals.
- Ability to generate innovative and fresh ideas.
- Ability to build and maintain effective professional partnerships with organizations of varying sizes, and directly impacted individuals.
- Willingness to undertake issues of a diverse nature to see projects through to completion.
- Ability to work effectively with the leadership of Louisiana Appleseed, including the Executive Director, Board of Directors, and project partners.
- Ability to interact with people at all levels, maintain confidentiality, and handle detail with accuracy.
- Ability to function under pressure and meet deadlines.
- College diploma or equivalent. Applicants may substitute experience and work history.

Corp members may be required to travel. Therefore, the ideal member must have or have regular access to reliable forms of transportation to reach major cities in Louisiana.