

# 2022-2023 AmeriCorps Member Position Description



**Partner Organization Name:** Louisiana Appleseed

**Corps Member Position Title:**

Outreach & Technology Coordinator

**Supervisor:** Adrienne Wheeler

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

**Physical Location:**

1615 Poydras St Ste 1000 New Orleans

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**Organization Mission and/or Goals:**

Louisiana Appleseed solves our state's toughest problems at their root cause by advocating for Access to Justice, Opportunity, and Education. We believe that our state will be stronger through fair and equitable access to the courts, the economy, and public schools. To accomplish this, we build bridges between vulnerable communities and our extensive network of pro bono professionals to develop meaningful and sustainable solutions that help justice take root.

**Program Mission and/ or Goals:**

Louisiana Appleseed's mission is strategized through 2 program areas: Access to Justice, Access to Opportunity, and Access to Education. - The Access to Justice Program promotes fairness and efficiency in our state's criminal and civil courts. - The Access to Opportunity Program unlocks and secures access to wealth building strategies in low-income and communities of color. - The Access to Education Program facilitates positive and equitable learning environments for public school children in grades K-12.

**Member Position Summary:**

The Outreach and Technology Coordinator 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. The Coordinator will gather needs from colleagues, staff, and existing partners and

integrate new ideas to expand Appleseed's mission and goals. Program needs may include conducting presentations on Appleseed's programs, assisting with client intake at events, or following up on leads for potential partners across the state. It will require some cold-calls to possible partners and relaying the information to the full staff and strategizing ideal partnerships for maximum programmatic impact. To reach new audiences, the Coordinator will also identify, initiate, and execute social media campaigns, and press opportunities. The Coordinator will also assess organization's current use of technology and make recommendations for more efficient systems as they may arise. The Coordinator should take every opportunity to creatively publicize Appleseed's programs with a 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:**

Tasks and activities:

- 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.

### **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.
- Experience working with a geographically, ethnically, and racially diverse population will be required.
- Valid driver's license and vehicle or regular access to a vehicle required.