

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Mid City Redevelopment Alliance, Inc.

Corps Member Position Title: Social Media Coordinator

Supervisor: Denise Vernon Dyson

Days/Hours of Service: M-F 8:00 am - 5 pm

Physical Location: 419 North 19th Street, Baton Rouge

Organization Mission and/or Goals:

We develop and promote the growth and revitalization of Mid City Baton Rouge by attracting new and retaining current residents and businesses.

Program Mission and/ or Goals:

Mid City Redevelopment Alliance practices comprehensive community development, which has three pillars of concentration: Community Engagement, Community Building and Community Stabilization. The Volunteer Coordinator will be a part of the C4 Program that we have in our Community Building and Engagement Department. The main goal is to engage residents and community leaders in efforts to help with different programs we will be rolling out for youth to adult.

Member Position Summary:

We are in need of a proactive individual to serve as our Social Media Coordinator, fostering active engagement with our online community members. Responsibilities include maintaining up-to-date newsletters, managing various social media platforms, creating compelling promotional materials such as flyers and event postings, and capturing live footage during all MCRA events.

Member Impact

At the end of the service term the Social Media Coordinator will have enhanced the organization's visibility and reach through active and engaging online presence. They will have facilitated communication with the community, fostering relationships and building a sense of belonging. They also will have effectively promoted events and initiatives, driving participation and support from the community.

Essential Functions of Position:

- Develop a comprehensive social media strategy aligned with organizational goals.
- Create and curate engaging content for various social media platforms.
- Monitor social media channels for trends, feedback, and opportunities.
- Respond to inquiries and engage with followers in a timely and professional manner.
- Coordinate with internal stakeholders to ensure consistent messaging across all platforms.
- Design and schedule newsletters, posts, and updates to maintain an active online presence.
- Create promotional materials such as flyers and event postings.
- Capture live footage during events for social media sharing.

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

- Social Media Workshops on social media strategy, content creation, and analytics provide valuable insights for managing organizational social media accounts.
- Housing Counseling: Workshops or certifications in housing counseling provide specialized knowledge and skills for assisting clients with housing-related needs.
- Event Management: Training in event planning, logistics, and promotion equips corps members with skills necessary for organizing successful community events.
- Professional Development: Workshops on resume writing, interview skills, and career advancement offer practical guidance for enhancing career prospects beyond the corps experience.

Ideal Candidate Qualifications

Knowledge: Proficiency in social media platforms and trends. Understanding of digital marketing strategies.

Skills: Content creation and curation skills. Graphic design and multimedia editing abilities. Analytics and reporting skills.

Abilities: Ability to craft engaging and compelling social media content. Capacity to manage multiple social media platforms simultaneously. Aptitude for monitoring and analyzing social media metrics to inform strategy.

Demonstrated experience managing social media accounts for organizations or businesses.

Useful Training or Experience: Training in digital marketing or social media management. Experience with graphic design and multimedia editing tools. Knowledge of social media analytics and reporting.

Required Transportation Requirements (ex: own vehicle or able bike to site)

Own vehicle or reliable transportation required for the productivity of this position.