

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: New Orleans Book Festival at Tulane University

Corps Member Position Title: Family Day Program Design and Community Outreach Liaison

Supervisor: Cheryl Landrieu

Days/Hours of Service: Monday-Friday: 9-5

Physical Location: 200 Broadway Street, Suite 126, New Orleans, LA. 70115

Organization Mission and/or Goals:

The mission of the New Orleans Book Festival at Tulane is to support and nurture a literary community by connecting readers of all ages and backgrounds with local and national authors through experiences that celebrate the power of literacy and ideas.

Program Mission and/ or Goals:

The mission and goal of the Family Day at the Fest is to provide a free day of book readings, author presentations, literacy activities and a book distribution for the children of New Orleans and their families to increase literacy interest and proficiency.

Member Position Summary:

Outreach Coordinator; Program Design and Evaluation Coordinator: The member position will be the Family Day Program Design and Community Outreach Liaison. This position entails perfecting design of literacy programming to be held each spring; creating a community outreach plan to share information on the family programming held during the annual event; designing and distribution of informational materials in the form of flyers, marketing materials and press releases to increase outreach to schools and community members; The position also requires the corps member to cultivate relationships with literacy and community partners to assess outreach opportunities and maintain existing ones. The member will be required to develop a system to track outreach goals and to organize and implement the educational programming which culminates in an annual event in March of 2025

Essential Functions of Position:

The member will:

- review the current participating authors and literacy partners who will be involved in the March 2024 event.
- determine if the current participants meet the goals of the programming to increase literacy objectives according to interest and grade level.

- work to include additional relevant literacy partners who will engage in activities with children.
- identify schools and youth organizations who may be interested in participating in this event, and reach out with informational and marketing materials to encourage attendance.
- develop a prospective list of attendees and create an organizational plan to use in the future to communicate with prospective attendees.

Member Impact

The member's service impact will increase awareness and participation by community members in the family programming of this festival. The festival is trying to reach underserved members of our community who would benefit from the programming, and the corps member would work to increase the number of students who have a positive experience. The member will work to increase the impact on children in New Orleans with regard to literacy and measure the qualitative improvement in the programming offerings.

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

Networking with non-profit literacy partners and school organizations; large scale event planning and logistics.

Ideal Candidate Qualifications

Our ideal candidate will have excellent organizational skills; good verbal and written communication skills; dependability, creative and independent thinking.

High school diploma and event planning experience is preferred.

Car, bike or public transportation. (Must have reliable transportation)