

# 2023-2024 AmeriCorps Member Position Description



**Partner Organization Name:** Pontchartrain Conservancy

**Corps Member Position Title:** Communications Coordinator

**Supervisor:** Regina Wilkins

**Days/Hours of Service:** M-F 9-5

**Physical Location:** 3501 N. Causeway Blvd. Metairie LA 70005

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## **Organization Mission and/or Goals:**

The Lake Pontchartrain Basin is a 10,000 square mile watershed encompassing 16 Louisiana parishes. The land use of the region is both rural and urban and is the most densely populated region in Louisiana, including metro New Orleans and the state capital, Baton Rouge. It is one of the largest estuarine systems in the Gulf of Mexico containing over 22 essential habitats. The Basin's topography ranges from rolling woodlands in the north to coastal marshes in the south, with the 630 square mile Lake Pontchartrain as its centerpiece.

## **Program Mission and/ or Goals:**

The social media and communications department is responsible for effectively engaging supporters through content creation for all forms of media, including print, television, radio, website and social media

## **Member Position Summary:**

This position is responsible for content creation, gathering, researching and writing for all communication media in the organization. This includes newsletter writing, writing and designing copy for print pieces, writing media alerts and press releases, and producing engaging content for social media.

## **Member Impact**

By designing and updating our online presence and communications, this position keeps and improves our organization's relevance to the community at a recognizable and impactful level.

## Essential Functions of Position:

- Creation of minimum of 10 print media pieces as determined by Communications Director
- Create monthly report on website and social media traffic statistics and analytics
- Write, design and edit one monthly newsletter per month during term of service
- Assist with website redesign, developing or adding to development of web mapping, creating text and visual content
- Create and track a minimum of 15 social media posts per month
- Write, design and edit a minimum of two electronic donor communication pieces per month
- Create and manage content on website, app and social media properties; working with PC staff to design, create, edit, and regularly update multimedia pages on the site; analyze website statistics.
- Develop strategies for reaching new audiences on PC social media properties, including Facebook, Twitter, Instagram and LinkedIn, as well as identify potential emerging platforms and innovative techniques for reaching target audiences.
- Coordinate with communications team on implementation of communications messaging and strategies across coalition online platforms
- Develop a process to collate and measure results of outreach; gather this data in a format to be sustainable for the future utilizing PC's database
- Develop key communications tool kit to assist PC's communications team: e.g., community group mapping, media lists, digital photo library
- Make suggestions for tailoring messaging and packaging content specifically for online audiences on different online platforms.
- When appropriate, coordinate with partner organizations' online teams to execute social media campaigns and leverage larger organizational platforms when possible.
- Assist with implementation of website redesign, working closely with senior communications staff and contractors to manage workflow and deliverables.
- Ensure optimal user experience across website and social media platforms, maintaining seamless consistency with PC strategy, branding and messaging.
- Establish quantifiable goals for PC online work, including numbers of constituent and fan bases on social media (including influencers and activist subgroups), website visits and engagement activities, such as online actions taken.
- Draft and implement social media content, including text, photos and other graphics for sharing.
- Attend relevant on-the-ground events, hearings and meetings as needed to document and engage an online audience through live-tweeting, photo-sharing, videos, app and other means.
- Manage PC editorial calendar, including developing and updating content.
- Maintain systems to track and evaluate performance analytics for website and social media platforms to improve content and engagement against key metrics and benchmarks.

- Partner with outreach team to maintain PC email list: This includes recommending opportunities to engage email subscribers through action alerts, drafting monthly e-newsletters, growing subscriber list and more.
- In direct coordination with Communications Director and contractors, maintain online advertising efforts, placing ads and reporting on performance to ensure success of digital advertising as part of larger paid media strategy.
- Employ optimal Search Engine Optimization (SEO) and Search Engine Marketing (SEM) practices to help drive traffic and inform decisions on content.
- Support senior communications staff as needed in achieving strategic team and coalition goals online.

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

Professional writing for web content, social media, media appearances and print pieces. Translating of complex scientific concepts into relatable communications for mass consumption. As available, webinars and conferences will be offered to the corps member that are relevant to this position, such as graphic design, writing for digital spaces, and basic media coverage.

### **Required Knowledge, Skills, and Abilities**

- Demonstrated success leveraging a wide variety of social media platforms and innovative tactics to engage and reach supporters.
- Knowledge of SEO/SEM, as well as experience managing and implementing paid media campaigns online.
- Experience preferred in site redesigns with an eye for what makes a compelling and engaging site layout and online presentation.
- Graphic design skills. Ability to communicate complex and technical information clearly to many audiences.
- Proactive, self-starter able to get things accomplished with minimal direct supervision.
- Strong proficiency in a wide range of digital platforms and programs, including Microsoft Office, Adobe InDesign, Photoshop and Premiere Pro, WordPress, Google Analytics, Facebook, Twitter, Instagram, LinkedIn, YouTube, Engaging Networks or similar email management system.
- Photography, sound and video recording and editing capabilities; experience in the nonprofit sector on issues related to conservation; knowledge of Louisiana and its people/geography/history/environment
- Bachelor's Degree required; strongly preferred in communications, digital design, or other related field.

- 1-3 years' experience managing web content, social media strategy and online communications for a large organization, with proven track record of growth in user base and engagement.
- Experience developing engaging and innovative online communications materials for a wide range of audiences across a variety of platforms..

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

Occasional travel in New Orleans/Pontchartrain basin area, as well as some evening and weekend work as needed. Own vehicle needed for travel to document activities of Pontchartrain Conservancy employees and volunteers. Daily transportation to work site