



AmeriCorps Member Position Description

Pontchartrain
Conservancy



Member Position / Title: Outreach Coordinator

of Member Slots in this Position: 1

Member Immediate Supervisor: Kristi Trail

Days / Hours of Service: Business hours are Monday – Friday (8 hours a day, exact schedule can be of member’s choosing). Some Saturdays may be required. If this occurs, the member will be given a week day off prior or following the Saturday.

Member Immediate Supervisor Title: Executive Director

Partner Organization Name: Pontchartrain Conservancy - 3501 N. Causeway Blvd., Suite 220
Metairie, LA 70002

Website: www.scienceforourcoast.org

Organization/Agency Mission and/or Goals:

Pontchartrain Conservancy’s mission is to drive environmental sustainability and stewardship through scientific research, education, and advocacy.

The Pontchartrain Conservancy is a 501(c)(3) non-profit organization consisting of a 14-member board of directors representing Basin parishes and regulatory agencies.

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 focus of the outreach and communications team is to serve as the public / external focal point to increase visibility and points of contact for Pontchartrain Conservancy.

Community Need:

This role will assist Pontchartrain Conservancy to connect with the community it serves – both for the organization to hear the community’s questions and to provide thoughtful responses to the community on the work that is done here.

Member Position Summary:

The Outreach Coordinator will serve as the public outreach focal point to increase visibility and points of contact. This position will also coordinate and manage volunteers in a central method and centralize all volunteer data. PC had started this process in 2019 but will need assistance to manage it through 2021 - 2022. This member will also develop a strategy for “tabling” on behalf of PC at promotional events for use in preparing for tabling opportunities and training all outreach volunteers, as we return to in person events and determine how to engage without any tactile displays. The strategy should encourage meaningful conversations through tabling and must ensure that strategic information on current messaging is shared. The member will work with their supervisor to identify ways in which outreach can go beyond tabling, researching ways they can be present in the community and different approaches to community awareness work. This will be either best practices for conversational tabling (e.g., a “relational meeting.”) or events/programming that would get us out from behind a table and more present in the community, or both.

The Outreach Coordinator will also be doing communications and creative needs across all of PC's departments, website updates, graphic creation, photos, videos etc.

The Outreach Coordinator will also work with the New Canal Lighthouse Museum to guarantee all messaging delivered by museum volunteers stays current, and they will also support technical aspects of the communications strategy, including social media messaging. The key element of their work will be to develop a process to collate and measure results of outreach and gather this data in a format that is sustainable for the future.

Member Impact:

The member impact will be expanding upon a key focus area for PC, a well-established and respected non-profit organization. The member can especially help with ideas on how to engage a young demographic (their demographic), as our biggest membership and engagement is currently with older demographics. A measurable goal will be an increase in volunteer participation and issue awareness by a broader demographic, especially in a post-COVID world.

Essential Functions of Position:

Specific tasks that will occur throughout the member's term include:

- Develop presentations to adult groups on basin issues
- Communicate with each of the organization's departments and other SERVE Americorp members here to gather and organize information to perform the organization-wide outreach goals such as create social media and newsletters.
- Organizing and planning the TWO Sweep events (one in Sept and one in April).
- Assist in training and coordinating volunteers such as “Outreach Team” to cover PC events and non-PC table events. Participate as needed.
- Develop a method to reach community groups through media 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

- Develop a digital strategy to include social media platforms and website
- Serve as editor of PC's e-newsletter, reviewing content each month for relevance; create an engaging format for the newsletter to reach broader audiences; track open rates
- Respond to requests for information and brochures
- Assist at the New Canal Lighthouse giving tours and education programs (may include a weekend day or evening)

These tasks will be completed over the 11 months and not all tasks listed above will be worked on every day/week.

Required Knowledge, Skills, and Abilities

The member can receive most of the training on the job. All scientific data collection techniques will be taught in situ by team members of the water quality program for these activities, learning in the field is best. All training for this position would be on the job training with close supervision by the mentor. The mentor would also be available for consultation, questions, and general advice.

While not all skills and abilities are required, the following skill sets are suggested for a competitive placement within this position:

- Experience with Microsoft Office Suite (Word, Excel, PowerPoint)
- Experience with Adobe Creative Cloud
- Experience with Word Press
- Energetic, flexible person comfortable with speaking to children and adults as well as working with the public in general.
- Suitable oral and written communication skills
- Communicate effectively with all parties
- Ability to stay organized, multitask and be efficient
- Experience using social media
- Be adaptable
- Ability to work effectively in a team environment

Required Academic and Experience Qualifications:

Undergraduate degree in Communications preferred.