



AmeriCorps Member Position Description



Member Position / Title: Program Outreach & Community Awareness Coordinator

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 Saturday.

Member Immediate Supervisor Title: Executive Director

Partner Organization Name: Pontchartrain Conservancy

Address: 2045 Lakeshore Drive

City: New Orleans, LA **Zip Code:** 70122

Website: scienceforourcoast.org

Organization/Agency Mission and/or Goals:

Our overarching mission at Pontchartrain Conservancy is to drive environmental sustainability and stewardship through scientific research, education and advocacy. We work primarily in the Pontchartrain Basin, a 10,000 square mile watershed encompassing 16 Louisiana parishes in the southeastern region of the state. Land use in the region varies broadly and encompasses urban and rural areas alike. It 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.

Our group has been involved in monitoring and modeling efforts to recommend science-based solutions to various environmental issues in the basin for 30 years—and counting. We are credited with the successful “Save Our Lake” project that took Lake Pontchartrain from its once polluted and distressed condition to a place that lovers of the outdoors enjoy once again. We’ve planned beaches, built oyster reefs and planted tens of thousands of trees. We monitor salinities and other important metrics in the marshes and waterways and offer our data sets and reports to state agencies such as Louisiana Department of Environmental Quality, the Coastal Protection and Restoration Authority, and Louisiana Department of Wildlife and Fisheries (LDWF), in addition to commercial and recreational fishermen and other recreational users.

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. Pontchartrain Conservancy had started this process in 2019 but will need assistance to manage it through 2020 - 2021. This member will also develop a strategy for “tabling” on behalf of Pontchartrain Conservancy at promotional events for use in preparing for tabling opportunities and training all outreach volunteers. 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 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 Pontchartrain Conservancy, 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 measureable goal will be an increase in volunteer participation and issue awareness by a broader demographic.

Essential Functions of Position:

- Develop presentations to adult groups on basin issues
- Assist in training and coordinating volunteers such as “Outreach Team” to cover Pontchartrain Conservancy events and non-Pontchartrain Conservancy 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 Pontchartrain Conservancy’s database
- Develop key communications tool kit to assist LPBF’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 Pontchartrain Conservancy’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)

Required Knowledge, Skills, and Abilities

- Experience with Microsoft Office Suite (Word, Excel, PowerPoint)
- Experience with Adobe Acrobat/Pro
- 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

Required Transportation Needs:

Pontchartrain Conservancy does have work vehicles available for travel to and from field locations. It is possible to travel around the Greater New Orleans Area to and from the office via bicycle or public transportation. However our office is not near any residential areas and commute via bike and/or public transportation may be difficult.