



AmeriCorps Member Position Description



Member Position / Title: Community Outreach Coordinator **# of Member Slots in this Position:** 1

Member Immediate Supervisor: Marianne Cufone **Member Immediate Supervisor Title:** Executive Director
Days / Hours of Service:

Generally, our work week is 9am – 5pm M-F. We have some special hours to table at community events, usually weekly: Monday market 3:45pm-7:15pm and Thursday market 3:45pm-7:15pm. We do Wed mornings at the garden, 9am-noon. Some weekend days may be necessary. If this occurs, the member will be given a week-day off prior or following the weekend day worked to compensate.

Partner Organization Name: Recirculating Farms

Website: www.recirculatingfarms.org

Organization/Agency Mission and/or Goals:

Recirculating Farms is a collaborative group of farmers, educators, food justice organizations and many others, committed to building community health by developing new sources of fresh, accessible food. Through training, outreach and advocacy, we run ecologically and socially responsible programs that grow local, affordable food, and create stable jobs in green businesses, in diverse communities, to foster physical, mental and financial wellness.

Program Mission and/or Goals:

Our organization focus is on developing local food security, through training, and outreach. We are all about community health and wellness – economically, ecologically, physically. We build sustainable edible green spaces, offer training and placement for stable jobs in green businesses, and create new ways to provide affordable fresh food. We often say that we “grow the growers” – meaning we support people in becoming urban farmers. We also host community events, free wellness classes in exercise, health-supportive cooking and recreational gardening at our own farms and elsewhere. We like to be a hub for innovative farming – connecting growers to each other, to those interested in food and farming, and to support programs. Our “mobile wellness” program delivers fresh local food to neighborhoods with low access each week, and moves supplies and instructors for classes to sites all around the city. We offer programs from kids to seniors on a wide range of subjects. The Community Outreach Coordinator will support the organization’s mission and work by increasing awareness of and participation in our various programs through community outreach.

Community Need:

In the lower-income, resource-limited areas of New Orleans, where the majority of residents live, it is easier and more affordable to buy a bag of chips than a piece of fresh fruit. For a current population of about 393,292, the city has just 32 full-service grocery stores. Most are clustered in higher-income areas (and often, even those near lower-income areas are not affordable). On average, each New Orleans grocery serves over 12,000 people - 50% more than the national average. As of 2015, USDA considers over 25 city census tracts in New Orleans food deserts. Currently, 23% of the population, or nearly 90,000 people, lack adequate access to fresh food, and these numbers are increasing. Less than a quarter of the zip codes in New Orleans have a healthy food store. As a result, health suffers, and notably, the severity of which is largely dependent on socio-economics and race. Louisiana adults are the most obese in the nation, and African Americans are hardest hit by diet-related illness, especially obesity: 42.6% of African Americans in Louisiana are obese (others are nearly 11% less). However, more significantly, 70% of Louisiana adults are overweight or obese. Louisiana residents suffer from other diet-related illnesses too: diabetes, malnutrition and hypertension. In fact, Louisiana was last in United Health Foundation’s ranking of healthiest states, making it the “most challenged state.” People in areas with limited resources are acutely

affected by the struggle to access fresh, nutritious food. The 2017 American Community Survey found that 26% of New Orleanians live in poverty, including 38% of children, making it one of the poorest cities in the country. Families of color in New Orleans are six times more likely to live in poverty than white families. Statewide, the poverty rate is 20%; the national rate is 12%. Louisiana has the highest prevalence of children in poverty, at 28%, compared with 18.4% nationally. These are our major challenges: poverty, food insecurity, diet-related illness, and perpetual socio-economic inequality. Our organization focuses on addressing these challenges by creating more sources of healthy fresh food and opportunities for comprehensive wellness through our various programs.

Member Position Summary:

Community Outreach Coordinator: responsible for daily capacity building for organization generally, and for specific identified core programs. The corp member may: use social media including Facebook, Twitter, and Instagram for outreach and communications purposes; write blogs for the website; create assorted outreach products like volunteer guidelines, informational flyers, and sign up sheets; attend meetings to cultivate relationships with potential community partners to assess outreach opportunities and maintain existing ones; table at events to raise awareness about the organization and programs; organize and implement informational outreach events (workshops), reach out to prior program participants to assess their satisfaction and collect any input by taking notes in online database; recruit and manage volunteers; create volunteer position descriptions; organize volunteer days, including necessary materials and tools; assist in classes, workshops, programs management and volunteer projects.

Member Impact:

The Community Outreach Coordinator will provide needed support for the organization in raising awareness about programs and service offerings for the community. The member can especially help with ideas on how to reach and engage a wide range of participants, which is critical to all our work. Some short term and long-term measurable goals will include:

- o Increase in new e-list sign ups,
- o Increase in “opens” of newsletters,
- o Increase in new social media “likes” and “follows” and “engagements,”
- o Increase in number of volunteers for volunteer days and number of volunteer events,
- o Increase in new program participants (in each program),
- o Increase in traffic to website,
- o Completed outreach and media products.

Essential Functions of Position:

- o Develop outreach materials and presentations for all age groups on organizational programs and services to increase awareness and programs participation;
- o Develop communications tool kit to assist PR team: e.g., media lists, organize digital photo library;
- o Research, calendar and “table” at community events related to farming and food;
- o Develop a digital strategy to reach individuals and community groups through social media platforms (Facebook, Twitter, Instagram) and our website;
- o Develop a process to collate and measure results of outreach; gather data in a format to be sustainable for future use;
- o Serve as contributor to e-newsletters, reviewing content each week for relevance and review and revise format for the newsletter to reach broader audiences;
- o Assist in organizing, training and coordinating volunteers for volunteer days;
- o Attend and present at community outreach meetings, and liaison with farmers, partners and others;
- o Participate in farm and volunteer days; and
- o Support staff in classes, programs and events, (may include weekend days on occasion).

Please note: Some light lifting and physical activity required.

Required Knowledge, Skills, and Abilities:

Service Corp member must be strongly proficient in written and verbal communication. Experience with Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Acrobat/Pro, Mailchimp and Word Press important. The position is best for an energetic, adaptable, flexible person comfortable with speaking to children and adults as well as working with the public in general. Additionally, the ability to stay organized, multitask and be efficient is key, as well as being able to work effectively both in a team environment or on one's own, with limited supervision. Member must be passionate about community outreach work, and be able to fully engage in culturally diverse activities and events. Access to reliable personal transportation and a driver's license will be needed.

Required Academic and Experience Qualifications:

College degree preferred. Any experience with community outreach, teaching, or food/farm work a plus!