**2023-2024 AmeriCorps Member Position Description**

**Partner Organization Name:** Sexual Trauma Awareness & Response (STAR)

**Corps Member Position Title:** Communications & Outreach Coordinator

**Supervisor:** Derrick Lathan

**Days/Hours of Service:** The Communications Coordinator will report to work Monday - Friday, 8:30a - 5p. There may be outreach events or meetings where the corps member is expected to work hours other than normal business hours, though time will be flexed within the work week.

**Physical Location:** 5615 Corporate Blvd, Suite 200, Baton Rouge LA 70808

**Organization Mission and/or Goals:**
To support survivors of sexual trauma, improve systems response, and create social change to end sexual violence.

**Program Mission and/or Goals:**
The Communications Coordinator will support STAR's overall mission through the development of internal communications management system and external contacts. In addition, this position will help cultivate more awareness of the organization through media outreach, social media outreach, and community engagement.

**Member Position Summary**
STAR seeks a dynamic self-starter to assist in our marketing, outreach, and communications efforts. This position provides an excellent opportunity to experience various aspects of communications while working for a well-known community based nonprofit organization. The corps member in this position will have ownership of developing and managing internal communications systems, as well as cultivating engagement through online media platforms and community outreach.
Essential Functions of Position:

- Monitor and maintain an active social media presence on STAR’s pages, including posting and scheduling daily Facebook, Twitter and Instagram posts
- Cultivate content for STAR’s communications through various avenues:
  - Regularly connecting with STAR staff and volunteers for pictures and content to promote our work through our e-newsletter, press releases and social media
  - Designing flyers, graphics, evites and other marketing materials through Canva
  - Seeking out news articles through local, regional and national media sources regarding sexual violence and anti-oppression work
- Attending outreach events and meetings with partners and writing content to promote the events and partnerships
- Developing ideas and drafting content for STAR’s blog
- Research current issues in the media and local news relating to sexual violence
- Research best practices for communications regarding sexual violence response and prevention to help develop comprehensive communications plans for the agency and branches
- Initiate and develop community relationships to expand partnerships to all parts of our service area; conduct community needs assessments with community partners and add to EmpowerDB; goal is to attend at least two meetings with new partners per month
- Participate in outreach events hosted by other organizations to promote awareness of STAR; goal is to attend at least one outreach event per month and conduct follow-up
- Conduct STAR 101 presentations to partner organizations at businesses; goal is to provide at least one presentation per month and conduct follow-up

Member Impact

Over the past ten (10) years, STAR has gone through a tremendous period of growth. We have succeeded in expanding our survivor services through Central and South Louisiana. At this time, we are in need of capacity-building support in the areas of outreach and communication. The corps member in this position will plan an instrumental role in increasing our reach to clients, volunteers, and interested community members to deepen their role in our work.

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

Writing press releases, blog articles with citations, workshop facilitation

Ideal Candidate Qualifications

- An effective writer with excellent grammar and spelling
- Able to communicate in a professional manner with press and community contacts
- Skilled in using online media, such as blogs and social media platforms
- Skilled in using Microsoft Office products (i.e., Word, Excel, Powerpoint and Publisher)
- Self-motivated and is willing to take ownership of projects
- Organized and detail-oriented
- Open to feedback and learning in a supportive environment
- Passionate about the mission of STAR®
- Able to manage the shifting priorities of the agency
- Committed to delivering quality products that elevate the organization’s brand
- Able to travel when needed to Alexandria and New Orleans for special events
- Passionate about the mission of STAR®
- Minimum qualifications for this position are a high school diploma or GED, as well as one year or more of experience in an office setting.

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

Car would preferable