2023-2024 AmeriCorps Member Position Description

Partner Organization Name: STEM Library Lab

Corps Member Position Title: Social Media and Marketing Coordinator

Supervisor: Monique Pilie

Days/Hours of Service: M-F 10-6

Physical Location: 3011 N I 10 Service Rd E

Organization Mission and/or Goals:

STEM Library Lab fosters high-quality active learning by providing teachers with access to equipment, programs, experiences and STEM instructional support to drive student success. We envision that students in every classroom have exposure to quality educational experiences that prepare them for a 21st Century future.

Program Mission and/or Goals:

The Social Media and Marketing Coordinator will enable more teachers to learn about the resources provided by SLL. The goal is to have 50 new teachers utilize our services.

Member Position Summary:

Social Media and Technology Coordinator

Essential Functions of Position:

1. Develop marketing and outreach plan
   a. Research possible electronic and in-person opportunities for increasing awareness of SLL.
   b. On a quarterly basis, prepare a timeline of upcoming marketing and outreach events and activities.
   c. Track results of marketing and outreach events and propose new strategies as needed.
2. Conduct marketing and outreach activities
a. Write social media posts, email campaigns, and organizational newsletters to increase excitement among SLL’s stakeholders.
b. Represent SLL at community events and meetings, tabling or passing out marketing materials as needed.
c. Maintain organizational calendar and distribute invitations and press releases as needed to ensure good attendance at organizational events.
d. Develop marketing and promotional materials such as flyers, brochures, t-shirts, stickers, etc. as needed.
e. Support other SLL teammates in occasional fulfillment of additional duties

**Member Impact**

The SMMC will be responsible for the marketing growth of all 5 umbrella programs of STEM Library Lab, the Library, Free-Store, Professional Development, and EdOpportunities Database and the Service Learning Program. Over the course of their term of service, they will be responsible for designing and executing a social media strategy based on two principles, which are 1) content that better enables beneficiaries to engage with and implement high quality science, and 2) content that showcases the activities of the STEM education ecosystem. Short term goals will center around quality and quantity of marketing output, as measured by number of posts and emails, and the engagement response of these posts. Their overall metrics of success will be traffic to SLL’s programs and to the programs of other ecosystem partners.

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

- Knowledge of the educational landscape in the Greater New Orleans area
- Knowledge of the challenges facing educators in the Greater New Orleans area
- Help create and edit short-form videos
- Develop new strategies for increasing engagement Assist with photo/video content shoots Ensure brand message is consistent
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online event
- Perform social media marketing research

**Ideal Candidate Qualifications**

- Strong passion for STEM Library Lab’s educational equity mission; SLL is an Equal Opportunity Employer and diverse candidates are encouraged to apply;
- Ability to work with diverse sets of educators and community stakeholders;
- Desire to work in a small, startup environment that will require self-motivation and flexibility;
● Strong oral/written communication and interpersonal skills, including ability to maintain effective and professional work relationships;
● Attention to detail is a must for this position. Strong management and organizational skills, in particular time management and multi-tasking;
● BS/BA is strongly preferred, 1+ years’ experience in a school setting is preferred;
● Experience managing an online database
● 1+ years of marketing experience
● Website design experience is preferred

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

Must have a reliable means of transportation to get to work and events.