



AmeriCorps Member Position Description



Member Position / Title: Volunteer and Communications Coordinator

Member Immediate Supervisor Name: Amy Cesar

Days / Hours of Service: M-F, 8-4 (Some weekends)

Member Immediate Supervisor Title: Operations Coordinator

Partner Organization Name: Sankofa Community Development Corporation

Address: 5200 Dauphine St. City: New Orleans , LA Zip Code: 70117

Website: www.sankofanola.org

Organization/Agency Mission and/or Goals: Sankofa CDC is a 501(c)3 that leads programs to combat systems which cause health disparities and impact the quality of life of vulnerable populations in the Greater New Orleans Area. The organization was started as an effort to initiate preventive health services and promote a culture of health in New Orleans' Lower 9th Ward following the devastation of Hurricane Katrina. To support food equity in the Lower 9th Ward, Sankofa CDC operates a fresh produce market and food pantry. In addition, Sankofa CDC has created a green infrastructure drainage project which also serves as an ecological land restoration project. Other work by Sankofa CDC includes healthy cooking and gardening classes as well as cardiovascular health education work.

Program Mission and/or Goals: Sankofa CDC's volunteer and donor communications programs convey messaging on the organization and coordinates volunteer needs to raise public awareness of the organization and measure impact on donor revenue and loyalty.

Community Need: Many of the health disparities in the Lower Ninth Ward are attributed to socio-economic situations and a lack of available resources that result in environmental justice issues for residents of the area. The New Orleans Data Center states that the Lower 9th Ward population is comprised of African American residents (91%) with a third of households living in poverty (33.4%), higher than the poverty rate of the entire City of New Orleans (26.2%), as well as the United States (15.1%). High School graduation rates of the Lower Ninth population state 18.9% of residents left high school without receiving a diploma, which is higher than the City of New Orleans rate (10.5%) and the United States (8.5%). Lower 9th Ward residents also have a lower average household income (\$30,035), when compared to New Orleans' average household income (\$60,599), and the average U.S. household income (\$77,866). In addition, the Lower 9th Ward is currently a "food desert", having no grocery stores in the area that sell fresh produce and other healthy food items.

Member Position Summary: The Volunteer and Donor Communications Coordinator would be

responsible for conveying messaging on the organization and coordinating overall volunteer needs. The Communications and Volunteer Coordinator will also work with the operations team to raise public awareness of the organization and measure impact on donor revenue and loyalty. This position would specifically help develop a Friends of the Wetland Park campaign and identify donor and volunteer support for Sankofa CDC's community programs.

Member Impact: Sankofa's mission of combating health disparities is driving its interest in creating nature based outdoor programs. In coordinating and implementing these activities, the corps member would help Sankofa address some of the physical and mental health needs of the community through a nature based approach. Learners of all ages would be engaged in programs that allow them to explore the benefits of outdoor activities and nature programs. Beneficiaries to the program would be program participants including: students visiting during field trip programs, scouts participating in a badge program, families engaging in activities together, and adult learners.

Essential Functions of Position:

- Recruit volunteers to support program areas, matching volunteer skills and interests with existing needs
 - Create and manage and volunteer appreciation program activities and events
 - Lead specialized training for volunteer leaders
 - Track and measure volunteer hours, resources provided, services and overall impact
- Develop and execute a Friends Campaign for the Wetland Park program (and other donor campaigns) with donations, membership and volunteers
 - Recruit volunteers and donors to support their philanthropic goals through a relationship with Sankofa CDC and the Sankofa Wetland Park & Nature Trail project
 - Administer signature fundraising and donor stewardship events to meet the Friends of the Wetland Park goals
 - Track and report development progress using specific metrics

Required Knowledge, Skills, and Abilities

- Ability to transform and distribute knowledge into exciting and useful messages
- Strong administrative and computer skills with proficient use of databases, offices suite, website content management, email marketing and social media networks.
- Leadership skills with capability to manage diverse teams to reach a common goal.
- Experience creating and implementing strategies and developing online content
- Strong organizational, project management, and time management skills
- Ability to listen and communicate excellently, and compel individuals to action
- Excellent writing, and speaking skills
- Organization, preparation, and detail-oriented skills

Required Academic and Experience Qualifications:

College Degree with background in communications, or business