



AmeriCorps Member Position Description



CENTER for PLANNING EXCELLENCE

Partner Organization Name: Center for Planning Excellence (CPEX)

Member Position / Title: Social Media + Outreach Coordinator

Member Immediate Supervisor Name: Jessica Kemp

Days / Hours of Service: Monday - Friday, 8:30am-5:00pm

Member Immediate Supervisor Title: Vice President

Address: 100 Lafayette Street

City: Baton Rouge

Zip Code: 70801

Website: cpex.org

Organization/Agency Mission and/or Goals:

CPEX is a statewide non-profit planning organization located in Baton Rouge, LA. CPEX's mission is to bring people, culture, and planning together to make great communities happen. We are a team of driven, passionate individuals with diverse educational backgrounds and skill sets. Together, we champion the power of good planning to build equitable, resilient communities throughout Louisiana through our work as policy advocates, educators, and planning experts.

CPEX's long-term organizational goals:

- Develop programs and policies to meet planning need;
- establish a city-model of planning success;
- increase understanding and support of responsible growth principles;
- elevate the CPEX brand;
- advance diversity, equity and inclusion;
- develop and maintain a sustainable funding model.

CPEX is focused on harnessing the power of planning to reduce vulnerability and address the long-term challenges that define our era -- climate change, public health, and equity.

Program Mission and/or Goals:

Our communication and outreach goals are focused on the creation and distribution of multimedia content that elevates CPEX's brand and expertise and advances our mission. Our goals are driven by our mission and the work we do, which includes educational events, staff presentations and appearances, public meetings, workshops, member and partner relations, advocacy, and on-the-ground planning and implementation projects.

Community Need:

CPEX largely has a positive reputation among those who know us and our work. Our team is recognized as smart and creative with a capacity for big ideas and expertise on a range of planning issues. However, our communication and outreach capacity is limited. We need a strategic approach to our social media and outreach efforts in order to ensure that CPEX's brand identity is clear and anchored to the organization's value, mission, and successes. CPEX needs to build capacity and readiness to seize the opportunities available to communicate goals, impacts, leadership, and resources to key audiences.

Member Position Summary:

The Social Media + Outreach Coordinator will assist in the development and implementation of a strategic approach to our social media platform and assist in community outreach for CPEX led initiatives.

The social media responsibilities will include developing and distributing content for social media, newsletters, and CPEX members across platforms including Facebook, LinkedIn, Twitter, Instagram, YouTube, email, and CPEX's website. Outreach responsibilities also include assisting with the planning and execution of outreach for CPEX's annual Louisiana Smart Growth Summit, which promotes dialogue on innovative planning and policymaking and will be held virtually this year. Summit outreach may include social media responsibilities listed above as well as drafting and distributing content for sponsors and speakers, and maintaining prompt and helpful email communication with sponsors, speakers, and attendees. Project-specific outreach responsibilities may include drafting media releases, talking points, speeches, presentations, one-pagers and other external communication material for community planning projects, as well as researching and helping to execute alternatives to in-person meetings while maximizing equity and inclusion for diverse stakeholders.

Member Impact:

CPEX is focused on harnessing the power of planning to reduce our vulnerability and address the long-term challenges that define our era -- climate change, public health, and equity. The Social Media + Outreach Coordinator will enable CPEX to engage with a greater number of advocates by strategically educating, communicating our vision and engaging residents in our planning efforts. This leads to a better informed citizenry making evidence-based decisions as they relate to climate change, public health, and equity. Some indicators of success of the member's social media impact include increased email subscribers, website visitors, and social media followers (Instagram, Facebook, Twitter, LinkedIn, YouTube), and increased interaction on social media. Summit indicators of success include timely, professional, and helpful communications to Summit sponsors, speakers, and attendees. Community planning indicators of success include reaching a diverse group of stakeholders and including them in the planning process.

Essential Functions of Position:

The Social Media + Outreach Coordinator will assist in the development and implementation of a strategic approach to our social media platform and assist in community outreach for CPEX led initiatives. Responsibilities include:

- developing and distributing content for social media, newsletters, and CPEX members across platforms including Facebook, LinkedIn, Twitter, Instagram, YouTube, email, and CPEX's website.
- assisting with the planning and execution of outreach for CPEX's annual Louisiana Smart Growth Summit, which promotes dialogue on innovative planning and policymaking and will be held virtually this year.

- Summit outreach may include social media responsibilities listed above as well as drafting and distributing content for sponsors and speakers, and maintaining prompt and helpful email communication with sponsors, speakers, and attendees.
- Project-specific outreach responsibilities may include drafting media releases, talking points, speeches, presentations, one-pagers and other external communication material for community planning projects, as well as researching and helping to execute alternatives to in-person meetings while maximizing equity and inclusion for diverse stakeholders.

Required Knowledge, Skills, and Abilities:

- Excellent written and verbal communication skills
- Ability to draft quality content in a timely manner
- Understanding of various social media platforms and best practices for each
- Ability to craft messages that appeal to a variety of target audiences
- Prompt response to social media and outreach needs as they arise
- Collaboration with others within and outside CPEX to create and refine content
- Creativity and willingness to explore new approaches
- Confidence to use, or learn to use, data and analytics to monitor and improve effectiveness
- Flexibility, independence and ability to prioritize work in a fast-paced, multi-task environment
- Ability to accept feedback and integrate it into future work
- A positive attitude and enthusiasm for continual learning about CPEX's various lines of work and the issues that are relevant to that work
- Genuine care for Louisiana communities and their diverse residents

Required Academic and Experience Qualifications:

CPEX welcomes candidates with varied educational and professional experience.

Required Transportation:

CPEX has the infrastructure needed to work remotely and conduct virtual meetings. Our organizational culture allows us to make progress on our projects, deliver high-quality services, and advance our mission from wherever we are. While not required, it is preferred if a member has access to a vehicle.