

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Together Baton Rouge (TBR)

Corps Member Position Title: Social Media Coordinator

Supervisor: Edgar Cage (Interim Lead Organizer/ILO)

Days/Hours of Service: Corps Member (CM) will be required to serve 40 hours a week. Hours are flexible as many meetings and events are held on weekends and evenings.

Physical Location: McKinley High Alumni Center, 1520 Thomas H. Delpit Dr, Baton Rouge, LA 70802

Organization Mission and/or Goals:

Together Baton Rouge (TBR) is a broad based organization made up of over 30 member institutions. Together Baton Rouge crosses lines of race, religion, geography, class and party affiliation and seeks to build a community based organization that serves its membership by educating and organizing for change.

The mission of TBR is to give citizens voice and agency in the decision-making processes that affect them and their families. TBR works intentionally to support those constituents who have historically been excluded from public discussion and community control of the resources critical to their health and welfare.

Program Mission and/ or Goals:

Improve TBR's communications and internet presence. Primarily, the CM will work on improving data management processes and information distribution. CM will also work with the Communications Team and Office Manager when appropriate.

Member Position Summary:

The Social Media Coordinator will assist with interval communications between workgroups and TBR members.

Work entails:

- evaluating current social media and outreach practices
- developing a plan or strategy for improving social media presence
- implementing social media strategy by posting regularly

- creating outreach materials
- attending community events to promote the organization
- drafting an updated Communications policy
- creating a civic academy that educates and explains the new communication strategy to TBR member organizations as well as the greater membership.
- conducting a series of one-on-one relational meetings with current and prospective leaders representing a diverse group of faith, labor, educational and civic organizations.

TBR has a number of work groups organized around issues of interest to its membership (Criminal Justice Reform, Tax Fairness, Utility Grid Resilience, Public Safety, Healthy Housing, Healthy Food Access, and Health Access).

Work groups can be initiated by any member institution. They are organized and run by leaders with the support of the CM and the Lead Organizer. The CM's involvement with these groups will be based on their interests and the needs of the work group.

Member Impact:

The CM will provide support (as needed) to TBR work groups. This work may entail some of the following activities: monitoring online presence and feedback, exploring effective communication avenues, and supporting efficient data management.

Essential Functions of Position:

- CM will strengthen the TBR organization by meeting and working with the Communications Team regularly to assess strengths and weaknesses.
- CM will also assist with social media activity and communication blasts via NationBuilder.
- CM will conduct 5-8 relational meetings a week. There will be significantly more relational meetings at the beginning of the service term as the CM is introduced to the membership.
- CM will be trained in the process of relational meetings and the IAF method of community organizing, which has a long history of success in Baton Rouge.
- CM will gain training and experience in relationship development, data management systems, and civic exploration/engagement.

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

CM will gain training and experience in relationship development, contact management systems, and civic exploration/engagement.

Ideal Candidate Qualifications

- Ability to use internet search engines to conduct research
- Ability to use Microsoft Office and Google tools for documents, spreadsheets, slide presentations, and email
- Strong written and verbal communication skills
- Ability to use video conferencing
- Strong organization, planning, and documentation skills

- Strong analytical skills
- Prefer Bachelor's degree with experience social service field or work with community organizations/institutions and/or social media
- Experience with written communications work
- Experience living, working, or attending school in a southern state
- Experience using social media platforms such as Facebook, Instagram, and LinkedIn
- Experience or interest in public speaking
- Corps Member must have a car