

Knoxville CAC AmeriCorps
Keep Sevier Beautiful, Program Coordinator
Service Description

Community Site Supervisor

Laura Howard, Executive Director

Email: lhoward@keepsevierbeautiful.org

Phones: (865) 850-4098 (c)
(865) 774-6677 (o)

Website: www.keepsevierbeautiful.org

Mission: Engaging and educating Sevier County residents and guests to take a greater responsibility for improving our community's environment



Service Position Summary

The primary goal of the Program Coordinator is to organize special events to promote the mission of Keep Sevier Beautiful; an affiliate of Keep Tennessee Beautiful & Keep America Beautiful, the leading non-profit that builds and sustains communities.

The position focuses on four main areas:

Organizing special events for Keep Sevier Beautiful

- Coordinate details of special events hosted by KSB to include: our flagship County wide festival – Wears Valley Fall Fest that features over 70 vendors, entertainment, and thousands of participants; fundraisers such as Light the Way 5K – a run through Dollywood's 4 million Christmas lights; community recycling drop off events; County-wide litter pickups; Community plantings; volunteer appreciation events and other community cleanup efforts
- Coordinate and monitor event timelines and ensure deadlines are met
- Initiates, coordinates and/or participates in all efforts to publicize event
- Initiate and maintain social and electronic media
- Write press releases to promote event
- Track event finances for reporting
- Create and revise layouts for special events
- Serve as a liaison between vendors, cities and volunteers on event-related matters
- Schedule speakers, vendors, and participants

- Coordinate event logistics to include registration and attendee tracking, signed volunteer waivers, presentation and materials support and pre- and post- event evaluations
- Prepare briefs, summaries, fact sheets, layouts and other data required for program planning and implementation
- Develop and coordinate fundraising events

Promote Keep Sevier Beautiful at events

- Participate in a variety of community organizations/activities to promote the programs and mission of Keep Sevier Beautiful to include, but not limited to: festivals, Wildlife Wilderness Week, WinterFest, School fairs and City special events
- Work with event organizers to ensure applications are submitted timely, set up booth and distribute KSB information
- Create booth displays &
- Prepare presentations



Build Keep Sevier Beautiful's Volunteer Base

- Recruit new volunteers through social media, newsletters, and outreach efforts
- Write thank you letters and send service hour documentation for all volunteers working event
- Communicate praise, motivation and positive reinforcement to volunteers and community
- Document and track volunteers service hours
- Develop and maintain volunteer distribution list

Education

- Assist Education Coordinator in classroom settings
- Lead educational classes with K-8 youth including reading books; crafts; and hands on programs

Education, Skills & Abilities Required

- Passion for the mission and vision of Keep Sevier Beautiful
- Enthusiastic and positive attitude
- Interest to inspire and engage others
- Willingness to learn and ask questions
- Ability to effectively speak in public: poised, professional, persuasive and articulate
- Ability to write effectively

- Computer experience, including Microsoft Office word processing, database and spreadsheet
- Must have reliable transportation. Mileage will be reimbursed at the federal rate (excludes transportation to and from work and personal use) when Keep Sevier Beautiful's car is not available for use.

Essential Job Functions Required to Perform the Job

- Able to operate a motor vehicle
- Able to correctly lift a minimum of 25 pounds
- Able to maintain stamina in all weather conditions: direct sun, rain, wind, high/low humidity
- Able to bend, twist, stoop, kneel for continuous periods
- Able to walk and carry loads up to 25 pounds up and down narrow staircase
- Able to analyze and remember information
- Able to display leadership qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed
- Able to speak, read and write English
- Able to sit and/or stand for long/short periods
- Able to maintain good, personal hygiene
- Able to conduct self in utmost professional manner at all times representing KSB
- Able to have manual dexterity necessary to complete all job duties
- Able to work cooperatively with others
- Able to maintain dependable work attendance including evenings and weekends for special events
- Able to remain calm in highly stressful, hectic environment
- Able to be flexible and handle changes in priorities
- Able to prioritize tasks and complete assignments on time
- Able to report to work on time without being under the influence or smelling of alcohol or drugs
- Able to successfully pass a background check and a pre-employment drug test
- Able to be attentive, speak clearly, see near and far and hear
- Able to have good motor skills
- Able to make sound decisions

