

2018 – 2019

Service Position Title: Community Engagement and Marketing Coordinator for Volunteer East Tennessee

Immediate Supervisor: Alyson Gallaher, Executive Director

Service Position Summary: One AmeriCorps member will serve to create and execute a capacity building initiative including strategic message development, materials development, digital and interactive communications to effectively reach volunteers and potential volunteers. The goal of these capacity building efforts is to grow volunteer engagement, as part of Volunteer East Tennessee's work with nonprofit community organizations. Under the direction of the Executive Director, the Community Engagement and Marketing Coordinator AmeriCorps member will evaluate current best practices, build and improve processes and procedures, and implement metrics to measure success. In the area of interactive communications, the member will assist with managing Volunteer East Tennessee's website, social media presence, and other uses of technology to support programs, events, partnerships, and other efforts to build and enhance relationships with volunteers and community organizations. This work will be done at the Volunteer East Tennessee offices and the member will be expected to prepare weekly, monthly and annual progress reports.

Primary Functions of Position:

- Create and execute a capacity building initiative, with the guidance of the ED
- Manage day-to-day interaction across all social media channels and campaigns
- Update the website with appropriate content
- Employ communication tools to engage new volunteers

Secondary Functions of Position:

- Create content and materials around special events
- Create content for targeted eNewsletters
- Support Regional Director and Executive Director as needed for volunteer recruitment

Principal Working Relationships:

- Supervisor and others on the Volunteer East Tennessee staff
- Board of Directors of Volunteer East Tennessee
- Nonprofit community partners
- Volunteers

Desired Knowledge, Skills and Abilities:

- Social media and website content management
- Data tracking and presentation
- Organizational skills
- Working with groups of people and providing work assignments
- Motivating people to reduce their waste and participate appropriately in recycling etc.

Service Conditions:

Americorps volunteer will work indoors.

Physical Demands:

- Lightly strenuous working conditions including:
- Lifting boxes or supplies for events (less than 30 lbs)

Equipment/Tools/Software Used:

Computer:

- Documents, Spreadsheets, Presentations
- Flyer/Poster Design/Editing (Adobe Suite)
- Website content editing
- Social networking media

All of the above functions may be completed with or without accommodations.

This above description lists the minimum duty requirements.

Individuals may be required to perform additional position duties as requested by their supervisor.