



## CAC AmeriCorps

*Position Description*

### Positively Living Media Coordinator



Positively Living

*Caring solutions offering hope and security*

**Dates of Service:** August 5<sup>th</sup>, 2019 – August 4<sup>th</sup>, 2020

**Partner:** Positively Living

**Location of Service:** 900 E Hill Ave #280, Knoxville, TN 37915

**Supervisor:** Dr. Kelly Cooper, Executive Director

#### **About CAC AmeriCorps:**

Established in 1994, CAC AmeriCorps is a national service program that combines elements of traditional conservation practice with community action that informs our work and places it in the broader context of the region. CAC AmeriCorps members serve to improve public lands, streams and greenways, educate the public, meet immediate human needs, eliminate barriers to employment, contribute to healthier lifestyles, and build volunteer capacity to enhance the ability of our partners to get things done. We are committed to human and environmental justice in our communities through enduring acts of service.

#### **About Positively Living:** <https://positively-living.org/>

Positively Living was founded in 1997 and, as their website states, they serve "vulnerable groups struggling to survive the challenges created by HIV/AIDS, homelessness, mental illness, addiction, and disabilities. [Their] mission is to provide compassionate care to empower, promote and inspire wellness. [They] achieve that mission through advocacy, counseling, socialization, housing, case management, prevention services and high quality, compassionate medical care. [Their] vision is for a future of Health, Equality and Hope."

#### **Position Summary:**

The Positively Living Media Coordinator will plan, design, and implement media strategies for the organization. The Media Coordinator will work on special event campaigns, program branding, and social media strategies that further PL's service goals and mission. Responsibilities will include managing daily social media accounts (Facebook, website(s), Instagram), helping to direct branding and design for various PL programs, incorporating people CHN serves into development of marketing/branding campaigns, and responding quickly to in-person and online requests from media, clients, and staff

This position will provide the member with an opportunity to develop and execute procedures for public outreach and communication, increase aptitude in strategic planning and steps for implementation, and gain experience in fundraising.

**Minimum Qualifications:**

- Experience in public relations and/or marketing campaigns
- Strong social media literacy
- Multi-tasking abilities to simultaneously manage multiple accounts/projects
- Technical writing skills and good interpersonal communication
- Website development experience

**Member Benefits Include:**

- A modest living allowance of \$12,277.72, or, \$472.22 bi-weekly (pre-tax), paid over 52 weeks
- Choice of an Education Award of \$6,095, that can be applied to student loans and/or future education expenses, or an End-of-Service Cash Stipend of \$1,800
- A one year End-of-Service Non-Competitive Eligibility for employment in the federal government.
- Healthcare benefits
- Child Care Reimbursement
- May be eligible for Supplemental Nutrition Assistance Program (SNAP). In-house SNAP benefits specialist available to provide assistance in determining eligibility
- May be eligible for utility bill assistance. In house specialists are available to provide assistance with determining eligibility
- Staff assistance with identifying housing. Housing, inclusive of utilities, is generally between \$300-\$450 in a shared house/apartment scenario
- Professional development and networking opportunities
- Click [HERE](#) to see full list of AmeriCorps VISTA benefits

**Equity and Inclusion:**

The Knoxville-Knox County Community Action Committee (CAC) is an Equal Opportunity Employer and will take action to ensure that employees are treated equally without regard to race, color, national origin, sex, age, handicap, cultural or religious convictions. CAC AmeriCorps provides reasonable accommodations to applicants and employees. Applicants with disabilities may request reasonable accommodation at any point in the employment process.



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