

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2010 – July 31, 2011 Service Year

Position Title: AmeriCorps Communications Outreach Associate, Monday-Friday, 10 am-6 pm
Host Site's Name: Appalachian Voices, 191 Howard Street, Boone, NC 28607, www.appvoices.org
Site Supervisor: Jamie Goodman, Communications Coordinator, jamie@appvoices.org,
phone 828-262-1500, fax 828-262-1540

Appalachian Voices Mission Statement:

Appalachian Voices brings people together to solve the environmental problems having the greatest impact on the central and southern Appalachian Mountains. Our mission is to empower people to defend our region's rich natural and cultural heritage by providing them with tools and strategies for successful grassroots campaigns. Because the threats to our mountains do not respect state boundaries or political ideologies, we tackle them by reaching out to a broad spectrum of people from across the region. We are member-based and promote individual and community involvement in the important environmental decisions facing our neighbors. We believe that success is most likely when a diversity of people are involved and empowered to work together for change, and all our programs are guided by this commitment to build a broad base of public support for environmental protection in the southern mountains. We develop credible resources and effective strategies that are accessible, informative and inspiring. We take strong, thoughtful positions on issues and work tirelessly to achieve our goals, in order to secure meaningful, lasting protections for the land and people of our region, and do so through our newspaper, The Appalachian Voice, and our online web presence.

Main purpose of this position:

Appalachian Voices seeks a motivated person to educate individuals and communities about our work in the Appalachian region through our newspaper, The Appalachian Voice, a free quarterly newspaper with a distribution of 50,000 over seven states, as well as through our websites. The Voice has covered environmental, outdoor, and cultural news in the Appalachians since 1996, introducing a broad spectrum of readers to the most important environmental issues in the region. Each issue of The Appalachian Voice is mailed to approximately 2000 individuals, businesses and organizations, and distributed to more than 300 locations across seven states by over 60 volunteer distributors. In addition to working on The Voice, the AmeriCorps member will assist with outreach efforts (in order to recruit volunteers and members) at various events, conferences, and presentations.

General Summary:

The 2010-2011 AmeriCorps member will serve as associate editor of The Appalachian Voice, assisting the editor and managing editor with writing, editing, managing freelance writers, and layout for each issue as well as for the organization's online Front Porch Blog. In addition, the member will be responsible for helping to create, organize and maintain website-only news content for the developing Appalachian Voice Online, and will assist with other written communications for the organization including press releases and The Appalachian Advocate e-newsletter. The AmeriCorps member will also assist outreach staff with efforts to recruit and educate the public about our mission, program and volunteer opportunities at various events, conferences and presentations.

Special conditions of service (if any): All members will participate in AmeriCorps Project Conserve sponsored events, service days, and training days. Training days will require a minimum of two overnight stays.

Knowledge, Skills, Abilities & Qualifications:

- Strong work ethic and good time management skills;
- Good organizational skills necessary for coordinating content for an online web section;
- Friendly, outgoing personality conducive to recruiting and working with freelance writers and volunteers;
- Excellent writing skills; at least one year journalism writing experience in a college or professional setting;
- A knowledge of or willingness to learn about newspaper design and editing;
- Knowledge of or willingness to learn about web blogs and writing for the internet; environmental issues impacting the Appalachian community; cultural heritage of the Appalachian community;
- A desire to work in the non-profit sector
- Must be willing and capable of physical work throughout the year.
- An eligible member must be 18 years of age and have documentation of citizenship / naturalization / resident alien status. A four-year degree from an accredited university or college. Driver's license required.