

# AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

*September 1, 2010 – July 31, 2011 Service Year*

**Position Title:** AmeriCorps Landowner Information Associate, 8:30 to 5:00 Monday thru Friday; occasional evening and weekend hours required

**Host Site's Name:** Carolina Mountain Land Conservancy, 847 Case St Hendersonville NC 28792, [www.carolinamountain.org](http://www.carolinamountain.org)

**Site Supervisor:** Aimee McGinley, Membership and Development Coordinator, [outreach@carolinamountain.org](mailto:outreach@carolinamountain.org), phone 828-697-5777 x.203, fax 828-697-2602

## **Carolina Mountain Land Conservancy Mission Statement:**

Carolina Mountain Land Conservancy helps landowners protect local land and water resources vital to our natural heritage and quality of life. As a local nonprofit organization dedicated to saving the places you love, CMLC is helping to create a regional network of protected farm, forest, park, and natural lands.

## **Main purpose of this position:**

Is to capture and profile for public consumption the personal stories and inspiration that led more than 80 local landowners to legally protect and conserve area farm, forest and natural lands. The goal will be a compelling catalog (both technical and easy to read) that effectively tells the story of what motivated local landowners to make the charitable decision to conserve their land. Services performed in Henderson, Transylvania and neighboring counties in western NC; based in Hendersonville, NC office.

## **General Summary:**

The Landowner Information Member will:

- Collect and distill from internal, external and anecdotal resources, specific and persuasive information that effectively 'tells the story' of what compelled CMLC's landowners to render their property legally and perpetually conserved.
- Work autonomously to produce well written / reporter-quality content suited for a myriad of public, press and donor audiences.
- Interview landowners, collect photos of the land illustrative of conservation, and produce maps
- Create a streamlined, easy-to-research catalog (or series of .pdf 'profiles') that will serve as the basis for a clear, concise and inspirational landowner record.

**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:**

- Superior and experienced writer.
- Minimum of 2+ professional years, 4+ preferred, in a content-generating capacity (i.e. news reporting, mass communications, editing, journalism)
- Able to take initiative and work independently with a clear sense of benchmark and goals
- Adept at repurposing or 'unpacking' technical, procedural or highly specialized language in order that conservation subjects are understood by a wide variety of audiences
- Able to interview and trust instincts about what makes for a good story
- Awareness of land conservation practices and legal terminology, a plus
- Passion for land conservation, sense of place and a desire to educate others about why the Blue Ridge escarpment is unique
- Undergraduate degree required (English, Journalism or Mass Communications preferred)
- Knowledge of Word and Adobe Acrobat required
- Knowledge of Arc-GIS preferred but not required
- 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 bachelor's degree with a background or interest in land conservation, journalism or English is preferred with the ability to manage multiple tasks, take initiative, and work independently. Experience managing volunteers beneficial. \*\*A writing sample is required with application.