

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2010 – July 31, 2011 Service Year

Position Title: AmeriCorps Outreach 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

Site Supervisor: Aimee McGinley, Membership and Development Coordinator, 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:

To build awareness of CMLC among its stakeholders and the general public

General Summary:

The Outreach Associate will:

- Develop and coordinate events and programs that increase community and landowner awareness of CMLC and local land conservation, such as tabling and presentations
- Produce outreach materials for CMLC membership, landowners, and business community, including newsletters, e-newsletters, invitations, posters, and informational packages.
- Coordinate press release scheduling, writing, and distribution to print and radio sources.
- Attend, chair, or contribute to volunteer committees, such as the hike committee, events committee, and marketing committee.
- Assist in other ways to develop our membership, including recruitment and retention programs, and assist in other education and outreach related activities as assigned.

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:

- Excellent written & oral communication and interpersonal skills
- Excellent organizational skills
- Ability to manage multiple tasks, take initiative, and work independently
- Good physical condition
- Undergraduate degree required
- Basic knowledge of Microsoft Word, Excel, Outlook
- Knowledge of Microsoft Publisher, and Adobe Indesign preferred but not required
- Some experience with database work (such as Donor Perfect) 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, marketing, or communications is preferred with the ability to manage multiple tasks, take initiative, and work independently. Experience managing volunteers beneficial. Driver's license is required.