

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2010 – July 31, 2011 Service Year

Position Title: AmeriCorps Public Awareness and Outreach Member, Monday - Friday, 9:00 - 5:30.
The individual will work many Saturdays and two full weekends. Flexible schedule

Host Site's Name: Southern Appalachian Highlands Conservancy (SAHC),
34 Wall Street, Suite 502, Asheville, NC 28801, www.appalachian.org

Site Supervisor: Cheryl Fowler, Membership Director, cheryl@appalachian.org,
phone 828-253-0095 fax 828-253-1248

Southern Appalachian Highlands Conservancy's Mission Statement:

The mission of the Southern Appalachian Highlands Conservancy is to conserve the unique plant and animal habitat, clean water, and scenic beauty of the mountains of western NC and east TN for the benefit of present and future generations. We achieve this by forging and maintaining long-term conservation relationships with private landowners, owning and managing land and encouraging strong, healthy local communities. The AmeriCorps Stewardship Member's service will be instrumental in managing and completing stewardship obligations for our conservation properties.

Main purpose of this position:

To assist in raising awareness of the importance of the Southern Appalachian Highlands Conservancy.

General Summary:

- Organize and lead hikes on properties SAHC has helped protect
- Expand outings program and special events with SAHC staff and with landowners who have expressed a strong commitment to using their land for public education
- Prepare articles for written outreach materials, such as newsletters, brochures, press releases and website updates
- Keep on-line communications sites updated expanding
- Have the opportunity to network with a variety of conservation partners including other land trusts, local, state, and federal governmental agencies, and other for-profit and non-profit groups working in the conservation field
- Work with local business supporters to raise awareness of SAHC's conservation work in the region

Most of the work would be on the land that SAHC has protected whether it is with the landowners or with members and the general public participating in our outings program. Also in the Asheville office writing press releases and working with the media outlets: newspapers, radio, and local business supporters.

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 verbal and written skills.
- Comfortable working with groups of people, leading hikes, and speaking in public.
- Experience in writing news articles and working with the media.
- Experience using In-design and Photoshop a plus.
- A strong commitment to community service and conservation.
- College degree with experience is preferred.
- Experience with communicating effectively with the public and media through writing and public presentations.
- An eligible member must have their own vehicle that they can use.
- 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.
- Driver's license required.