

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2010 – July 31, 2011 Service Year

Position Title: AmeriCorps Outreach Associate, M-F 10-5

Host Site's Name: Friends of the WNC Nature Center, P.O. Box 19151, Asheville, NC 28815,
www.wildwnc.org

Site Supervisor: Sarah Oram, Exec. Director, friends@wildwnc.org,
phone 828-298-5600 ext. 308 fax 828 299-8558

Friends of the WNC Nature Center Mission Statement:

The mission of the Friends of the Nature Center is to promote the general welfare of the Western North Carolina Nature Center and the many animals and plants showcased within it. The Nature Center now serves 27 counties of WNC and each year, welcomes 100,000 visitors through its doors -- of which 30,000 are school children attending the Nature Center in conjunction with their classroom curriculum.

Main purpose of this position:

To continue development of our outreach efforts in the regional community.

General Summary:

To produce a minimum of 10 videos on topics chosen by the Friends for use on an interactive laser exhibit, to continue development of our facebook, Twitter and blog sites and make regular approved entries on behalf of the Friends. Also, to refine our outreach presentation and be available to publicly present to civic and other interested groups in our region. Also, to assist with other outreach/fund raising activities as needed. Investigate and make recommendations regarding computer volunteer management software.

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:

- Experience in video production, marketing and public relations essential.
- Understanding of fund raising preferred.
- Special events management experience desirable.
- Excellent writing skills and organization a must.
- Self motivated.
- Public speaking experience desirable.
- Understanding of non-profit management helpful.
- B.A. in Marketing or Communications or related field. .
- 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.