

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2010 – July 31, 2011 Service Year

Position Title: AmeriCorps Outreach & Communications Associate, Generally M-F, 8:30-5:30, but schedule can be flexible. Some weekend and evening events. Minimum 40 hrs/week.

Host Site's Name: Foothills Conservancy of North Carolina, Inc., PO Box 3023, Morganton, NC 28680, www.foothillsconservancy.org

Site Supervisor: Lynn Allen, Development & Outreach Director, lallen@foothillsconservancy.org, phone 828-437-9930, fax 828-437-9912

Foothills Conservancy's Mission Statement:

Foothills Conservancy is dedicated to working cooperatively with landowners and communities along the eastern Blue Ridge Mountains and their Foothills to preserve and protect important natural areas and open spaces, including significant wildlife habitats, watersheds, farm and forest lands, for this and future generations. The conservancy serves eight counties: Alexander, Burke, Caldwell, Catawba, Cleveland, Lincoln, McDowell, and Rutherford, and covers headwaters of three major rivers: Catawba, Broad, and Yadkin.

Main purpose of this position:

To provide support for and/or execute outreach and communications programs and activities which further the public's and landowners' involvement with FCNC's land and water conservation programs and engage a broader range of people in helping FCNC identify and achieve our communities' conservation and recreational goals.

General Summary:

Basic duties of this position will focus on community and landowner outreach and communication & related volunteer coordination. Tasks will include 1) assisting with a range of written and audio-visual communication including a monthly e-newsletter, bi-annual print newsletter, web page content, Facebook/social media content, press releases, and brochure development; 2) developing, scheduling, promoting, coordinating and leading outings, events and environmental education programs which relate to the land trust's land and water conservation mission; and 3) recruiting & coordinating land trust volunteers for both general program and land stewardship support.

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:

- Understanding of and personal commitment to natural resource conservation.
- Excellent writer, editor and speaker with strong people skills.
- Background in journalism or public relations/marketing communications a plus.
- Familiarity with print and social media.
- Well organized and capable of recruiting & managing volunteers and of planning & executing outings/events.
- Self-confident, self-starter capable of leadership and independent judgment.
- Team player with an upbeat, positive attitude.
- 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. BA in Communications/Journalism/English preferred or evidence of strong interpersonal communication and writing skills for other degrees. At least one year of relevant work or internship experience desirable. Driver's license required.