

AMERICORPS PROJECT CONSERVE MEMBER SERVICE DESCRIPTION

September 1, 2011 – July 31, 2012 Service Year

Title: AmeriCorps Outreach/Volunteer Coordinator

Hours: 8 a.m. to 5 p.m. – Monday through Friday, with some weekend and evening work required for special events

Host Site: RiverLink, Inc., 170 Lyman Street, Asheville, NC 28813-0488, www.riverlink.org

Site Supervisor: Karen Cragnolin, Executive Director, information@riverlink.org, phone 828-252-8474 ext 16, fax 828-253-6846

RiverLink's Mission Statement:

RiverLink's mission is the economic and environmental revitalization of the French Broad River watershed as destination for working, living and playing. We, like AmeriCorps, are trying to make the place that we live, work and play better linked through green spaces, better conserved through conservation easements, better to live in through higher density in-fill development and better protected through education and stewardship initiatives. We seek to engage the public – and most especially non-traditional audiences--- in the care, protection, stewardship, and appreciation of our water resources.

Main purpose of this position:

Recruit, train, motivate and empower volunteers to better protect and celebrate our water resources. Educate the public on upcoming events and opportunities through social media and website updates.

General Summary:

Reporting directly to the Director of Volunteer Services, you will be a key member of a small staff. Your primary service responsibilities include:

- Update /Creation of volunteer brochures, fact sheets etc.
- Coordinate press release scheduling, writing, and distribution to print and radio sources.
- Update/ Creation of systems to attract, train, motivate, evaluate and reward volunteers
- Work with media and other outlets to attract volunteers, donors and members
- Management and expansion of the volunteer data base
- Events to engage and attract volunteers
- Assist with stream clean-ups and Adopt-a-Stream Program
- Manage social media sites (Facebook, Twitter, Flickr, YouTube etc) and keep website up-to-date
- Involvement with other RiverLink volunteers, staff and board of directors in programs and events.
- Other duties may be 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:

- The ideal candidate must have a good working knowledge of computers, internet, design programs and an ability to deal with media, neighborhood and business groups.
- The ability to communicate orally as well as in writing is essential.
- A positive attitude and a high energy level with a commitment to excellence are also essential.
- This is a position for someone who really enjoys working with people and getting things done.
- Strong commitment to community service and conservation.
- The ideal candidate will have an undergraduate degree, must be computer literate, must have ability to work with broad cross section of the community in terms of age, income, race and education and must be able to pass a criminal background check, as this position is highly visible within the community and region.
- 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.