

Growing Outdoors Partnership Community Outreach Coordinator
A one-year full-time AmeriCorps VISTA position based out of the Asheville area

Background:

Mountain BizWorks (MBW, mountainbizworks.org) is a non-profit community development financial institution (CDFI) that provides tailored small business lending and peer learning services across Western North Carolina. We do this towards a mission of building a vibrant and inclusive local economy. In fall 2018, MBW received an Appalachian Regional Commission POWER grant for a project called the Growing Outdoors Partnership, an initiative of over a dozen nonprofits, businesses, academic institutions, and government agencies working together to expand outdoor industry and build a thriving outdoor economy across 25 counties in Western North Carolina (WNC).

Through this work, WNC is providing a model for Appalachia and for our state as a whole of how rural and urban areas can work together to grow an economy whose benefits accrue to communities across the rural/urban divide; an economy in which people's livelihoods are intrinsically connected with environmental stewardship and quality of place. To this end, the Partnership includes a suite of programs in workforce development, entrepreneurship & access to capital, regional branding & marketing (including helping build pride of place among locals), industry inter-connectivity, and economic development.

In order to accelerate the region's outdoor economy, and expand the capacity of the Growing Outdoors Partnership team to support WNC's rural and coal-impacted communities, MBW is recruiting for two year-long AmeriCorps VISTA positions, based out of our Asheville office.

Purpose:

- Promote Growing Outdoors Partnership and partner programs, as well as regional success stories, examples, and opportunities, via social media and other communications
- Conduct regional and rural stakeholder outreach and education regarding project services and engagement opportunities
- Develop project-related training materials and programs, including a "Build It. Test It. Live It. Guide" and other interpretive materials to help connect people with the assets that have been identified through this project

Key Responsibilities & Tasks:

- Social Media and Communications:
 - Develop social media materials and campaigns to promote Growing Outdoors Partnership programs and services, as well as those of partner organizations
 - Write email newsletters that update stakeholders and interested parties on the work of the Partnership and its collaborators, and provide inspiring examples for rural and underserved communities of what's possible through outdoor recreation-based economic & community development

- Help develop the voice and online presence of the Growing Outdoors Partnership through consistent and highly engaging content as well as prompt “outdoor business casual” responses to outreach and questions from the community
- Assist with connecting entrepreneurs from rural, coal-impacted, and underserved communities to new training programs and resources to help them succeed
- Work with Program Director and partners to ensure that the communities we serve are kept engaged and up to date regarding services, potential opportunities, and ways to engage or to serve their own community members
- Assist with creating and delivering a Rural Discovery Day program to help rural communities capitalize on and create infrastructure & programming around their outdoor recreation assets. This may include researching and leveraging existing programs, best practices, and resources related to this program, as well as creating new materials and processes to address the specific needs of rural Appalachian communities.
- Work closely with the project team to help coordinate the 10/10/19 Outdoor Economy Conference. This includes:
 - Integrating the Discovery Day program and communities into the Conference
 - Working closely with the Asset Mapping VISTA to ensure that compelling and graphically-consistent communications materials and handouts, including Asset Maps and user-friendly database views, are ready in time for the Conference
 - Creating promotional and informational communications about the Conference, and coordinating with partners to drive registrations and keep communities engaged
 - And serving as part of the core team planning and putting on the conference
- Helping develop and run trainings for community leaders and partners

Skills and Knowledge:

- Effectively and correctly communicate ideas in writing and verbally, 1:1 and in groups
- Possess knowledge of data collection best practices and principles
- Demonstrate strong computer/digital proficiency: Word, Excel, Gmail, Google Docs, layout & graphic design software such as Adobe products or Canva, and social media platforms such as Instagram, Facebook, & Twitter
- Experience and demonstrated success in creating and managing social media and email marketing and outreach campaigns
- Background and interest in educational program and material development
- Keen attention to detail
- A demonstrated commitment to community development, economic justice and for working with entrepreneurs and innovators
- Experience in and commitment to working in a team-oriented environment, including with partners from other organizations
- Self-driven initiative and performance of the highest quality, with keen attention to detail.
- Ability to work with clients and partners from various backgrounds.
- Ability to work independently and to effectively manage time.
- Work proactively with coworkers to reach organizational goals.
- Flexibility to manage the variety of tasks and responsibilities of the position.
- Ability to thrive in an entrepreneurial, team-oriented, mission-driven environment

Reporting Relationship

Reports to Growing Outdoors Program Director

Compensation and Benefits

This is a year-long AmeriCorps VISTA (Volunteers In Service To America) Member position. If you are not already familiar with the VISTA program, please see “About the VISTA program” below.

VISTA Members receive a monthly living allowance, as well as the following benefits:

- Option of either Education Award of \$6,095 upon successful completion of service OR an \$1,800 End of Service cash Stipend,
- Childcare assistance (if eligible),
- Health coverage*,
- Relocation allowance (if applicable),
- Non-competitive eligibility for federal jobs,
- Student loan forbearance, and
- Training and professional development, both individually and as part of an amazing cohort of VISTAs across North Carolina

** For details about AmeriCorps VISTA healthcare benefits, please visit <http://www.vistacampus.gov/healthcare>.*

How to Apply

Send a resume and cover letter to noah@mountainbizworks.org, using the subject line “Community Outreach Coordinator Application for [your name].” (and please replace the words [your name] with your own actual name.) Applications that do not follow these instructions will not be considered.

Applications will be accepted through June 1, or until the position is filled.

About the VISTA Program

AmeriCorps VISTA (Volunteers In Service To America) members bring passion and perseverance where the need is greatest: to organizations that help eradicate poverty. AmeriCorps VISTA members serve as a catalyst for change, living and working alongside community members to meet our nation’s most pressing challenges and advance local solutions. AmeriCorps VISTA members build capacity in nonprofit organizations and public agencies to help them more effectively generate the commitment of private sector resources, encourage volunteer service at the local level, and empower individuals and communities. AmeriCorps VISTA members serve full time for one-year terms.

If you have not already applied to be an AmeriCorps VISTA member, you may visit <https://www.nationalservice.gov/programs/amicorps/amicorps-programs/amicorps-vista/join-amicorps-vista> to find out more and to apply; applicants who are not already VISTA members are still welcome to apply for this position, but will need to successfully complete the VISTA application process in order to be hired for this position.