

VISTA Assignment Description

Title: VISTA Communications Coordinator
Sponsoring Organization: Achieve Brown County Project Name: Achieve Brown County Project Number: 19VS209791 Project Period: 06/2021 – 06/2022
Site Name (if applicable):
Focus Area(s) Primary: Capacity Building and Leverage Secondary: Education

VISTA Assignment Objectives and Member Activities

Goal of the Project:

Achieve Brown County is a community-led collective impact that convenes, facilitates, and supports the collaborative efforts of businesses, non-profits, schools and individual community members to create a truly equitable Brown County in which all young people have what they need to succeed in school, work and life. This VISTA project's goal is to implement organizational communication strategies, build relationships within the Brown County community and maintain consistent message to our diverse audiences. The focus of the communications team is to appropriately convey Achieve Brown County's message to the community that is easily understood which will increase ABC's effectiveness in the community.

Objective of the Assignment (Period of Performance: June 2021 – June 2022):

Become familiar with our organization's message and develop ideas on how to effectively communicate this message through social media and other means of communication.

Member Activities:

- Learn Organization's message and effectively communicate it through our social media channels – Facebook, Twitter, LinkedIn.
- Create Newsletter plan and publication timeline.
- Monitor the organization's website and update as needed.
- Familiarize yourself with Action Team's initiatives and consider ways to communicate calls to action, milestones, and accomplishments.
- Grow and maintain use of contact database for digital publications.

Objective of the Assignment (Period of Performance: June 2021 – June 2022):

Work with program Action Teams to effectively share progress of milestones with community partners. Continue to effectively communicate the Organizations message through social media.

Member Activities:

- Expand social media reach by implementing ways to get more followers.
- Identify communication needs and gaps.
- Creatively plan ways to share any story, milestone, or small wins for promotional purposes.
- Facilitate creation of Newsletter.

Objective of the Assignment (Period of Performance: June 2021 – June 2022):

Continue effectively communicating on social media platforms. Create promotional media plan for annual Community Event, if applicable. Work collaboratively with program staff to deliver consistent message to the community.

Member Activities:

- Work with Community Engagement Manager or Executive Director to plan for annual community event.
- Organize community conversations, if applicable.
- Collect impact stories to use on social media or other forms of media.
- Produce second semi-annual Newsletter.
- Completion of any website updates.
- Ensure completed milestones are well documented.
- Ease of transfer of social media management to appropriate successor.

Skills that would be helpful to be successful in this position:

Interest in nonprofit, community development work. Self-motivated, entrepreneurial spirit, creative, organized and problem solver. Ability to work independently. Ability to work under tight deadlines. Comfortable with public speaking. Experience in social media, website management or design, good writing skills, and an eye for detail. Basic proficiency in Microsoft products, such as Word, Excel, and PowerPoint. Ability to learn new programs and work within a limited budget to produce quality content both in digital and print.