

Media Team Lead - National Office, AmeriCorps Member
Position Description

Summary

The Media Team Lead contributes to the planning and implementation of communications and media needs as it relates to Impact America's AmeriCorps programming. The Team Lead collaborates with Impact America national and regional staff and AmeriCorps Members to create and implement a plan for promoting AmeriCorps initiatives and AmeriCorps member services. The Media Team Lead creates high-quality multimedia content that highlights the organization's initiatives and fulfills its mission. As the COVID-19 pandemic allows, this role may require occasional travel to South Carolina, Tennessee, and throughout Alabama.

Journalism, Marketing, Communications, Public Relations, Graphic Design, and Documentary Filmmaking majors are encouraged to apply. To some extent, various aspects of the role may be highlighted based on the Team Lead's background and personal interests, though all responsibilities will be important to the success of the position.

Locations: Position available in Birmingham, AL; Memphis, TN; or Greenville, SC, with occasional travel throughout the Impact America service area.

Position Responsibilities

- Plans and implements a communications calendar to assist with community engagement, development, programming, recruitment of volunteers, and outreach efforts for AmeriCorps program-supported activities
- Collaborates with Impact's:
 - Program Team to highlight program initiatives throughout the southeast and implement marketing and outreach strategies to ensure program success
 - Recruitment Team to highlight AmeriCorps opportunities
 - Development Team to implement strategies for engagement and investment of organizational donors/partner and to make contact with new supporters for AmeriCorps program-supported activities
- Acts as liaison between Staff and Service Members for AmeriCorps centered materials
- Writes and distributes press releases highlighting AmeriCorps program-supported activities
- Maintains, updates, and edits website content for AmeriCorps program-supported activities
- Produce videos and takes still photography of AmeriCorps Members and their service for use on website, social media, and in print communications
- Designs graphics for print and online
- As needed, provide support service with Impact America's FocusFirst vision screening initiative. FocusFirst responsibilities include:
 - Participate in training to effectively conduct vision screenings in the community
 - Conduct screenings at Head Starts, daycares, Pre-K programs, and child care centers
- As needed, provide support service with Impact America's SaveFirst tax preparation initiative:
 - Obtain Basic Level IRS certification for volunteer tax preparers
 - Assist with outreach and marketing efforts
 - Prepare returns at tax sites and assist in managing volunteer service at tax sites

Expectations

- Positive attitude and rapport with Service Members, fellow Team Leads, and staff
- Collaborative spirit with the whole leadership team
- Adherence to assigned deadlines for projects
- Strong organizational skills and attention to detail
- Flexibility in a dynamic service environment
- Strong self management skills and willingness to take initiative
- Attend leadership team meetings and other program-specific meetings as scheduled
- Ability to handle multiple tasks at once
- Creative
- Analytical
- Strong verbal and written communication
- Knowledge of Adobe Suite and similar tools

Applications must include links to three work samples. At least one must be written. Video, still photography, and graphic design pieces are also encouraged. For video samples, please list your role in the production.

Supervisor: TBD

Time Commitment: July 5, 2022 through approximately July/August 2023.

Pre-service training will begin on July 5, 2022. Team Leads will be enrolled as an AmeriCorps member in July or early August and will have one year from the date of enrollment to serve 1700 hours and complete their term of service. Precise enrollment date will depend on the state in which the member is serving and the start date of the AmeriCorps grant in that area (currently TBD).

Note: Time spent during pre-service does not count toward the 1700 hour requirement.

Term of Service: Full Time

Skills Required: Successful members will demonstrate the following skills: leadership, teamwork, strong written and verbal communication, advanced computer literacy, positive attitude, flexibility, ability to work independently, punctuality, honesty, integrity, cultural sensitivity, commitment to individuals living in poverty.

Academic Qualifications: Members must have completed a college degree or have plans to complete the degree within the first six months of the term of service (this exception may be made on a case-by-case basis with prior approval).

Service Conditions and Time Requirement: This position may include an irregular schedule and seasonal shifts in workload. It sometimes requires weekend, evening, early morning, and off-peak hours. Work will involve conducting direct service in communities of need, outside of an office setting as well as sedentary physical activity requiring sitting for periods of time. 50% or more time is spent looking directly at a computer. Some travel is required.

Member Benefits: Living stipend and health insurance available at the start of pre-service. Childcare allowance and student loan forbearance eligibility will start with AmeriCorps enrollment.

Bi-weekly Living Stipend for Leadership Team Members

First Term: \$950.00 biweekly

Second Term: \$1,000.00 biweekly

Third Term: \$1,075.00 biweekly

Fourth Term: \$1,150.00 biweekly

Personal Time Off

First Term: 14 days

Second Term: 16 days

Third & Fourth Term: 18 days

PTO includes vacation, personal sickness, family sickness, medical or dental appointments exceeding two hours, religious holidays not included in regular holiday calendar, family activities, grad school application tasks (exams, interviews, school visits, etc), and any activity which prevents the member from participating in service as scheduled.

Holidays

Impact America is closed for the following holidays:

Independence Day - 1 day

Labor Day - 1 day

Indigenous People's Day - 1 day

Thanksgiving - 3 days

Winter Break - 4 days

Spring Break - 3 days

Memorial Day Break - 5 days

Juneteenth - 1 day

Health Insurance

A health benefits policy is administered by The Corps Network/CIGNA and is available to members upon request. If the member currently has other coverage (through a spouse, parent, or individual plan), they must sign a waiver of health insurance coverage which indicates that they have been made aware of the availability of health benefits and have chosen not to enroll.

Childcare Allowance

The allowance will be provided directly to a child care provider determined by AmeriCorps, if the member qualifies for the allowance. The child care allowance will distribute this allowance evenly over the term of service on a bi-weekly basis.

Education Award

Upon successful completion of the member's term of service, the member will receive an education award from the National Service Trust. For successful completion of a full-time 1,700 hour term, the member will receive an education award in the amount of \$6,495. The member understands that their failure to disclose to the Program any history of having been released for cause from another AmeriCorps Program will render them ineligible to receive the education award. **The member is entitled to two (2) full time education awards in the course of their life, even if they serve for more than two terms of service.**

Student Loan Forbearance

If the member has received forbearance on a qualified student loan during the term of service, the National Service Trust will repay a portion or all of the interest that accrued on the loan during the term of service. Note: The term of service may differ from your time commitment with the program.