

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Pontchartrain Conservancy

Corps Member Position Title: Outreach Coordinator

Supervisor: Dennis Clutter

Days/Hours of Service: M-F 9-5; some weekend events

Physical Location: 8001 Lakeshore Drive, New Orleans, LA 70124

Organization Mission and/or Goals:

The Lake Pontchartrain Basin is a 10,000 square mile watershed encompassing 16 Louisiana parishes. The land use of the region is both rural and urban and is the most densely populated region in Louisiana, including metro New Orleans and the state capital, Baton Rouge. It is one of the largest estuarine systems in the Gulf of Mexico containing over 22 essential habitats. The Basin's topography ranges from rolling woodlands in the north to coastal marshes in the south, with the 630 square mile Lake Pontchartrain as its centerpiece.

Program Mission and/ or Goals:

The outreach department serves as the public engagement arm of the organization. providing capacity to inform residents of coastal /environmental issues and support them in advocating for solutions that will improve their resilience and quality of life.

Member Position Summary:

The Outreach Coordinator will work under supervision of the Community Engagement Coordinator with the primary objective of engaging residents in the sixteen-parish region of the Lake Pontchartrain Basin on issues aligned with Pontchartrain Conservancy's (PC) mission. The coordinator will play an integral role in adding capacity so that PC may increase the number of residents and communities we engage. This will occur through a variety of avenues (in-person tabling, STEM activities, presentations, clean-ups, social media, relationship building, etc.) and a diversity of audiences (K-12, young adult, adult, rural, urban, etc.).

The coordinator will assist in developing outreach content (presentations, infographics, flyers, social media, swag, tabling materials, etc.) and use those materials to engage residents. They will coordinate, track, and report volunteer engagement through online systems. They will become versed

in PC's mission and the programs implemented to speak broadly about them while engaging the public. They will foster relationships with like-minded and allied partner organizations to expand PC's network and reach. Lastly, the coordinator will recruit and record contacts of residents who wish to follow, support, or align with PC. The position will be based out of the New Canal Lighthouse, PC's education/outreach hub and a historic building on the south shore of Lake Pontchartrain.

Member Impact

The number and diversity of those who are actively engaged in addressing coastal issues and actively planning for the implications of our changing environment are disproportionately representative of the actual makeup of SE Louisiana's coastal communities and residents. The efforts of the coordinator will work to directly impact change in this regard by engaging a more inclusive cross-section of demographics and specifically targeting opportunities to engage those who are often left out of the discourse. Informing more residents about the issues we face empowers them to take a more active role in critical decisions that directly impact their resilience and quality of life. Bringing more people into PC's network amplifies the work that we do and the collective voice to advocate change.

Essential Functions of Position:

- Increase awareness of issues aligned with PC's mission through direct public engagement via in-person tabling, STEM activities, presentations, volunteer clean-ups, social media, etc.
- Facilitate engagement by developing resources and materials such as presentations, infographics, flyers, social media, swag, tabling materials, etc.
- Communicate with each of the organization's departments and other SERVE members here to gather and organize information to perform the organization-wide outreach goals such as create social media and newsletters –
- Collate and measure results of outreach including audiences and numbers engaged in volunteer efforts
- Attend relevant events, hearings and meetings as needed to report back and/or document activities
- Support other PC staff and programs as needed for special events and collaborative projects
- Participate in the Restore the Mississippi River Delta's Outreach Committee to assist in delivering on shared campaign goals and objectives

Skills, knowledge and trainings the corps members should expect to gain from this position

The coordinator will become well versed in issues, challenges, and solutions facing coastal SE Louisiana, skilled at science communication to a general audience and variety of ages, and proficient at implementing a variety of outreach techniques. PC is part of a larger coalition, Restore The Mississippi River Delta, and partners with several local, state, and federal entities in executing its mission. Through these relationships, the coordinator will have ample networking opportunities. PC also offers many soft skills trainings and opportunities for growth by learning and embracing DEIJ principles.

Required Knowledge, Skills, and Abilities

- Comfortable in public engagement with all ages and audiences;
- Strong writing and communications skills;
- Ability to work independently and collaboratively
- Required = Willingness to learn and be trained
- Preferred = knowledge or experience of coastal Louisiana's environment, communities and culture

Required Transportation Requirements (ex: own vehicle or able bike to site)

Reliable vehicle or transportation necessary