



VISTA Marketing and Community Outreach Coordinator

The AmeriCorps VISTA Program

The AmeriCorps VISTA program is a volunteer service initiative sponsored by the federal Corporation for National and Community Service (CNCS). Volunteers in Service to America (VISTA) seeks to build capacity in nonprofit organizations and communities to help bring individuals and communities out of poverty. Under the AmeriCorps VISTA program, members participate in one year of volunteer service working specific project efforts, which enhance the capacity their assigned organization.

The City of Atlanta's Office of Housing and Community Development is the Sponsoring organization, which oversees the Westside Promise Zone - AmeriCorps VISTA program. Candidates selected for the program will receive a monthly living allowance and upon completion of their service are awarded an education or end-of-service stipend. To learn more about the AmeriCorps VISTA program, please visit <https://www.nationalservice.gov/programs/ameri-corps/ameri-corpsvista>.

VISTA Assignment Description:

The VISTA will work with MOWA Home Repair and Development staff to implement a community engagement strategy around the Westside Owner-Occupied Home Rehabilitation program. The VISTA will work to outreach and market the program to perspective partners and stakeholders including residents, community-based organizations serving low-income households, civic groups and other corporate entities and community leaders with interests and/or investments in the Westside Promise Zone (WPZ) footprint specifically.

VISTA Responsibilities:

- Coordinating and/or participating in community events which may include fairs, special events, expos, civic meetings, etc;
- Develop marketing materials such as fliers, posters, and other relevant communication tools;
- Create and maintain social media campaigns to bring awareness to the OOR program;
- Glean story ideas and photos from staff, clients, and events to create content for marketing materials;
- Serve as a spokesperson for the program and have knowledge of other MOW supportive services to share with the community;
- Develop a survey instrument and conduct exit interviews with clients receiving home repairs
- Provide a detailed report with recommendations based on feedback received from residents surveyed.
- Capture and report on program outcomes specific to WPZ goals and priorities
- Create a directory of potential funding opportunities that address the needs of the OOR program; and
- Develop a fundraising strategy to assist MOWA in capturing both cash and in-kind donations.

Other Desired Qualifications:

- Bachelor's degree and related experience in Marketing, Community Development, Fundraising or related field or an equivalent combination of education and experience
- Availability to work a non-traditional schedule that includes holidays, evenings and weekends
- A professional appearance and sensitivity to others
- Must have excellent interpersonal, written and verbal communication skills





- Strong organizational skills and ability to focus though interruptions
- Strong attention to detail, procedure and fact checking
- Research and analytical skills
- Information technology skills

To apply, candidates must register online at my.americorps.gov as well as submit a cover letter and resume to promiszone@atlantaga.gov.

