

## VISTA Assignment Description

<b>Title:</b> VISTA Communications Coordinator
<b>Sponsoring Organization:</b> Achieve Brown County <b>Project Name:</b> Achieve Brown County <b>Project Number:</b> 19VS209791 <b>Project Period:</b> 06/2019 – 06/2020
<b>Site Name (if applicable):</b>
<b>Focus Area(s)</b> <b>Primary:</b> Education <b>Secondary:</b> Healthy Futures

### VISTA Assignment Objectives and Member Activities

#### Goal of the Project:

Achieve Brown County is a community-wide partnership focused on ensuring all kids (ages 0 – 26 years old) in Brown County get the support they need to grow up and achieve success in a job with a living wage. Our work is grounded in the use of data to identify and improve the systems in our county that will help all children learn and succeed in life with a family-supporting wage. This VISTA project's goal is to build and implement organizational communication strategies, build relationships within the Brown County community and maintain consist 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 with funders and partners.

#### Objective of the Assignment (months 0 – 2):

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:

- Develop Marketing and Communication Plan
- Create marketing and social media plan
- Create Newsletter plan and publication timeline
- Monitor organization website and update as needed

#### Objective of the Assignment (months 3-5):

Build relationships with community media members, K12 and Post-Secondary Education communications teams. Work with program Action Teams to effectively share progress of milestones with community supporters and funders.

##### Member Activities:

- Develop relationships with newspaper journalists, television personalities, community PR groups, and K12 and Post-Secondary education communication teams
- Expand social media presence by creating sustainable messaging platform
- Identify communication needs and gaps
- Creatively plan ways to share any story, milestone, or small wins for promotional purposes.
- Implement Marketing and Communication Plan

**Objective of the Assignment (months 5-12):**

Engage partners, funder and community members in communication plans. Create promotional media plan for annual Community Event. Work collaboratively with program staff to deliver consistent message to the community.

**Member Activities:**

- Work with Community Engagement Manager to plan for annual community event
- Create event marketing plan
- Work with program staff to identify communication needs and gaps
- Create a volunteer communication team that will be used going forward after term of Vista service
- Organize community conversations
- Collect impact stories to use on social media or other forms of media
- Grow and maintain use of contact database for digital publications

**Objective of the Assignment (months 10 – 12):**

Develop processes and conduct necessary staff training for future use. Sustain communication plans and daily responsibilities until term ends.

**Member Activities:**

- Ensure marketing and communication plan is well documented
- Completion of any website changes
- 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. Some 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.