

SDPZ VISTA Communications Associate

On June 6, 2016, San Diego Promise Zone (SDPZ) became one of 22 federally designated Promise Zones in the United States and one of only four in California. SDPZ covers a 6.4-square-mile targeted area that spans Barrio Logan, Logan Heights, Encanto, Southeastern and parts of Downtown (East Village). It's home to some of City's most culturally rich and ethnically diverse neighborhoods but also some of the City's most disadvantaged and underserved communities.

Through this federal place-based initiative, the City's Economic Development Department unites federal government partners with local private- and public-sector organizations to streamline resources across agencies, deliver comprehensive support, accelerate SDPZ revitalization and improve the quality of life for more than 85,000 residents. The City works in partnership with AmeriCorps VISTA (Volunteers in Service to America) to advance the goals of the initiative.

The San Diego Promise Zone's goal is to alleviate poverty in some of the city's most historically underserved communities through a collaborative framework that unites organizations to work on shared goals. SDPZ aims to transform these communities in San Diego by 1) improving educational opportunities; 2) creating a priority of safety; 3) increasing economic activities; 4) creating jobs; 5) increasing access to affordable housing; and 6) increasing access to healthcare and healthy foods. The effort's overarching goal is to ensure that everyone has equitable access to opportunities, and that birthplace does not determine his or her destiny. With the City of San Diego serving as the lead organization, SDPZ has an operations team that convenes and coordinates meetings and activities with more than 50 partners, including nonprofits, community organizations, government agencies, and businesses, while actively engaging residents.

Objective of the Assignment:

To increase positive exposure and elevate the profile of the SDPZ and to cultivate community engagement within SDPZ by coordinating, maintaining and disseminating communications between the SDPZ Partner network and the community throughout the year of service.

Member Activities:

1. Coordinate with Partner agencies and Promise Zone Coordinator to ensure consistent communications to community groups, Partners, residents, and other stakeholders
2. Maintain contact lists and respective information distribution lists of Partners and update as needed
3. Produce 12 newsletters (1 per month) to be distributed electronically to community members and organizations, Partners and key stakeholders
4. Create, support, organize and implement a comprehensive SDPZ-promoting communications plan, which includes activities that publicize SDPZ news and events through email marketing, web posts, print collateral or the City of San Diego social media channels
5. Update, manage and coordinate external communications strategies and plans to complement Economic Development Department communications efforts
6. Research SDPZ-area community and Partner events to be uploaded to SDPZ calendar
7. Support the development of the SDPZ annual report by collecting testimonials, photos, anecdotes, case studies and marking relevant milestones as they pertain to the Promise Zone narrative
8. Support SDPZ Coordinator in citywide SDPZ efforts that involve the City's Communications Department
9. Provide support for the Working Groups, including meeting convening, space reservations, creating agendas, and recording meeting notes. Participate in the planning of All Partner Meetings.
10. Represent the SDPZ at community meetings and events as needed

To complete the activities above, it is preferred for the VISTA Communications Associate to have the following skills/qualifications:

- Undergraduate degree in Communications, Journalism, Marketing, English, social sciences or related fields, plus one year of work experience. Four years of relevant experience can be substituted for undergraduate degree.
- Experience coordinating and developing marketing and communications strategies
- Knowledge of social media best practices
- Outstanding writing and storytelling abilities, with knowledge of AP Style a plus
- Familiarity with graphic design, notably Adobe Creative Suite Ability to build presentations using PowerPoint
- Excellent communications and public speaking skills
- Strong leadership skills and interest in serving as a mentor to other members
- Experience coordinating or participating in grassroots and small/mid-sized outreach events
- Comfort communicating with people from the full socioeconomic and cultural spectrum, including different levels of staff, from volunteers to executive-level staff
- Ability to develop and maintain positive working relationships with multiple stakeholders
- Must be deadline-oriented, highly organized, able to multitask and handle various projects and responsibilities
- Bilingual in Spanish/English a plus
- Availability during regular business hours, plus occasional nights and weekends

AmeriCorps VISTA (Volunteers in Service to America) members bring passion and perseverance where the need is greatest: to organizations that help eradicate poverty. AmeriCorps VISTA members serve as a catalyst for change, living and working alongside community members to meet our nation's most pressing challenges and advance local solutions. **The AmeriCorps VISTA assignments are for a term of one year beginning in November 2019. Participants must be at least 21 years of age, eligible to work in the U.S., and will receive a bi-weekly living allowance of \$829.36, relocation allowance, end-of-service stipend or education award, health coverage, training, and childcare assistance if eligible.** More information about AmeriCorps VISTA service is available at <https://my.americorps.gov/mp/login.do>

Benefits:

- Professional Development Training
- Non-Competitive Eligibility (NCE): AmeriCorps VISTA is the only AmeriCorps program where you can earn federal non-competitive eligibility, giving you an edge in the federal hiring process.
- End of Service Award: Choose between a Segal Education Award (valued at approximately \$6,000) to pay for a range of education expenses or a \$1,800 cash stipend.

***Do not email your resume. Applications must be received through the AmeriCorps portal. To apply, go to: <https://my.americorps.gov/mp/listing/viewListing.do?id=91392&fromSearch=true>

Please email asouthard@sanidiego.gov with questions.