



SDPZ VISTA Community Outreach 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 tell the story of the SDPZ by increasing positive exposure and elevating the profile of Partners and community events. 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 SDPZ Coordinator to ensure consistent communications to community groups, Partners, residents, and other stakeholders
2. Maintain contact lists and respective information distribution lists of Partners
3. Produce a monthly electronic newsletter and targeted electronic newsletters focused on grants and funding opportunities
4. Work with SDPZ Coordinator to promote SDPZ news and events through email, web posts, print collateral and the City's media channels
5. Research SDPZ-area community and Partner events to be uploaded to SDPZ calendar
6. Support the development of the SDPZ annual report by collecting testimonials, photos, anecdotes, case studies and marking relevant milestones
7. Provide support for the Working Groups, including meeting convening, space reservations, creating agendas, and recording meeting notes.
8. Represent the SDPZ at community meetings and events as needed

To complete the activities above, it is preferred that the VISTA Outreach Associate have the following skills/qualifications:

- Demonstrated ability to effectively communicate to a broad audience, including complex topics
- Experience that includes qualities found in an associate's or undergraduate degree in Communications, Journalism, Marketing, English, Public Policy, social sciences or related fields
- Professional business writing style
- Experience coordinating and developing marketing and communications strategies
- Outstanding writing and storytelling abilities, with knowledge of AP Style a plus
- Excellent communications and public speaking skills
- Strong leadership skills and interest in serving as a mentor to other members
- Experience coordinating or participating in outreach events
- Comfort communicating with people from the full socioeconomic and cultural spectrum, including different levels of 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
- Familiarity with MailChimp, Survey Monkey, Salesforce and other digital marketing platforms a plus
- Bilingual in Spanish/English preferred
- 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 June 2020.**

Participants must be at least 18 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>

Have questions? Email Alex Southard, SDPZ Coordinator at asouthard@sandiego.gov.