



AmeriCorps Project Conserve 2017 – 2018 Service Description



AmeriCorps Position Title: Energy Savings Outreach Associate (2 positions)
Host Site: Appalachian Voices
Service Term: September 1, 2017 – July 31, 2018

Supervisor Name: Rory McIlmoil
Supervisor Title: Energy Policy Director
Supervisor E-mail: rory@appvoices.org

Address: 589 W. King St.
Boone, NORTH CAROLINA 28607
Phone: (828) 2621500
Fax: (828) 2621500
Website: www.appvoices.org

Host Site Mission Statement:

Appalachian Voices brings people together to protect the land, air, water and communities of central and southern Appalachia. We empower people to defend our region's rich natural and cultural heritage by providing them with tools and strategies for successful grassroots campaigns.

Because the threats to our mountains do not respect state boundaries or political ideologies, we tackle them by reaching out to a broad spectrum of people from across the region. We are member-based and promote individual and community involvement in the important environmental decisions facing our neighbors. We believe that success is most likely when a wealth of people are involved and empowered to work together for change, and all our programs are guided by this commitment to build a broad base of public support for environmental protection in the southern mountains.

We develop credible resources and effective strategies that are accessible, informative and inspiring. We take strong, thoughtful positions on issues and work tirelessly to achieve our goals, in order to secure meaningful, lasting protections for the land and people of our region.

Summary of Position:

The primary responsibility of the Energy Savings Outreach Associate will be to plan, organize, manage and conduct community education and outreach activities in rural Appalachian communities in western North Carolina—communities served by rural electric cooperatives. Such activities will include and/or require: group and individual education and outreach (including providing presentations and workshops); planning and managing outreach activities in our respective target communities; volunteer outreach and management; development and distribution of print and digital materials; publishing relevant blogs and newsletters; managing other social media activities that support and promote the campaign; and assisting in development of volunteer outreach and management strategy for distribution of *The Appalachian Voice*, Appalachian Voices news periodical. The overall purpose of such activities will be to expand awareness and understanding of the need for and benefits of

residential energy efficiency improvements and to generate awareness of and demand for “on-bill” energy efficiency finance programs to be developed by rural electric cooperatives in western North Carolina.

Qualifications – Knowledge, Skills, and Abilities:

- Ideally, applicants will have completed a 4 year accredited college program (but there is flexibility on this)
- Ideally, a Bachelor's degree (Environmental Studies, Appropriate technology/renewable energy, or environmentally focused communications degrees preferable);
- Excellent writing and research skills and an affinity for written communication (essential skill);
- Excellent verbal communications skills and a friendly, outgoing personality conducive to talking with people of all backgrounds and differing opinions (essential skill);
- Knowledge of or willingness to learn about energy and environmental issues impacting Appalachia and the western North Carolina region;
- Knowledge of or willingness to learn about energy efficiency and conservation;
- A strong work ethic and good time management and organization skills (essential);
- An ability to problem-solve and work well in a fast-paced setting (essential skill);
- Video editing and video creation a plus (marginal skill);
- A desire to work in the non-profit sector;
- A well-developed sense of humor.
- Eligible applicants must be at least 18 years of age, be a citizen, national, or lawful permanent resident alien of the United States, and consent to a criminal history check.

Preferred Service Hours / Weekly Schedule:

9:00am - 5:00pm, with some nights and weekends

Position Responsibilities and Duties

Conservation Education: 70%

- Organize and present at community/group energy efficiency workshops and other outreach events.
- Coordinate between Appalachian Voices and community stakeholder partners during event planning (e.g. energy efficiency businesses, local government agencies, community service organizations, social clubs, etc).
- Provide one-on-one educational outreach. In addition to scheduling webinars and workshops, the associate will be responsible for conducting community visits which may include one-on-one discussions with residents affected by high energy bills.
- Recruit and support community volunteers to take leadership roles within community for outreach, education and recruitment.
- Provide local community volunteers with logistical support in reaching out to and educating rural residents on the need for and benefits of energy efficiency and associated finance programs.
- Utilize contacts at local colleges and universities to schedule presentations and discussions to students on campus. This may include speaker events, or partnering with community and campus groups to incorporate topics of both environmental concerns and potential solutions related to energy efficiency.
- Develop outreach materials needed for a range of activities, from one-on-one discussions to workshop materials and handouts for distribution to rural residents and other stakeholders. This position will work closely with program and communications staff.

- Contribute relevant blogs, stories, energy efficiency tips and other online media content, as well as energy efficiency stories for the bimonthly *The Appalachian Voice* educational publication.
- Assist with the distribution of *The Appalachian Voice* newspaper in Watauga County.

Volunteer Infrastructure Program (VIP): 30%

- Conduct community outreach and education activities within target communities or areas where our efforts will be focused, with a goal of increasing leveraged volunteer hours within communities and at events.
- Recruit and manage local volunteers to conduct phone banking and canvassing activities, to help with preparing educational and informative mailings to community members, and to support the planning, organizing and management of community events focused on outreach and education.
- Identify and attend general outreach and tabling opportunities and as well as recruit and coordinate volunteers for staffing these events.
- Recruit and assist in coordinating and managing volunteers for distribution of Appalachian Voices' print educational and outreach tool, *The Appalachian Voice*.
- Survey existing distributor volunteers to identify unmet needs and develop management plan for distribution volunteers.

Additional Comments

PLEASE NOTE: In addition to fulfilling host site service responsibilities, all Project Conserve members are required to fully participate in team trainings, service projects and statewide AmeriCorps events. Project Conserve team events will occur approximately twice per month in locations throughout the service area and may require up to three overnight stays.

Essential Functions

- Using computer software and online programs for conservation-based education and outreach initiatives, including social networking, written articles and press releases.
- Leading, coordinating, and interacting with diverse individuals in field-based and office settings (ex. landowners, students, low-income residents, partner organizations).
- Training, supporting, coordinating, and recognizing volunteers for conservation-based volunteer opportunities.
- Developing and implementing educational programs and events for groups (presentations, workshops, educational hikes, and outings, etc.)
- Conducting field-based monitoring, assessment, and management of conservation properties, public lands, and/or water quality monitoring sites.
- Using mapping software and other computer programs to create quality reports, management plans, maps, and/or analysis, based on field data.

Equipment/Software Used:

Laptop computer, Microsoft Office Suite, Google Drive, the VAN, Salsa Labs, Adobe InDesign

Physical Demands:

Sitting in an office at times, as well as standing and walking for periods of time to table and circulate at events. Traveling by car and walking at times to conduct outreach meetings, door-to-door canvassing

and presentations. Some of these activities will occur outdoors during summer months in hot temperatures.

Transportation Needs:

Car ownership is highly recommended. Must have a valid driver's license. There will be opportunities to carpool and use rental car services. Travel will be reimbursed.

Setting / Location of Service Activities:

Office based in Boone, NC, with travel to surrounding counties including Watauga, Ashe, Rutherford, Buncombe, Surry, Yadkin, Wilkes, Mitchell, Yancey and Madison.