

St. Louis Promise Zone VISTA Assignment Description (VAD)

Communication VISTA

The Promise Zone program is federal initiative led by the White House address the significant poverty that many communities face today, and to ensure that everyone has access to equal opportunity. This program has support from several federal agencies, including the U.S. Department of Housing and Urban Development.

The St. Louis Promise Zone was announced in 2015 during the second round of designations. The designation includes roughly 200,000 residents, 28 municipalities, 11 St. Louis City Wards, 4 County Council districts, and 7 School Districts. Poverty Rates in this area are 35.48% and an Unemployment rate of 20.91% (as of 2014).

The work of the Promise Zone is focused on six key areas: increasing economic activity, reducing serious and violent crime, improving educational outcomes, creating sustainable mixed-income communities, improving health and wellness, and workforce readiness.

Objective Description

The AmeriCorps VISTA will work with a coalition of community stakeholders to advance the goals of the Promise Zone with a focus on community engagement via social media, newsletter distribution, website management and event coordination.

Member Activity

The St. Louis Promise Zone Communications VISTA will have a key role in the development of the Promise Zone communication plan to build awareness about, and support for the St. Louis Promise Zone. The Communications Associate will be responsible for developing engagement strategies to inform local residents about the Promise Zone and the Promise Zone Partnership. S/he will develop and build the Initiative's social media presence, including Twitter and Facebook accounts. The Communications Associate will produce a monthly newsletter, and regularly refresh the Promise Zone website. As part of the Promise Zone Operations Team, the Communications Associate will also support the activities of one of the Promise Zone's standing working groups.

- Coordinate with key communication and marketing staff at partner agencies to ensure consistent messaging to community groups, partners, residents and other stakeholders
- Plan, organize and implement comprehensive social media calendar for the initiative
- Field inquiries from external agencies as it relates to Promise Zone; provide answers or refer individuals to the appropriate channels
- Maintain contact list and respective information distribution lists of partners and update as needed
- Develop and execute two branding campaigns/events for Promise Zone

- Update, manage and coordinate both internal and external communication strategies as needed
- Create an Annual Report; monthly: collect anecdotes, case studies and mark relevant milestones as they pertain to the Promise Zone narrative
- Produce 12 newsletters (1 a month) to keep Promise Zone staff and community members aware of Promise Zone events, projects and overall communications

Vista Qualifications

- Undergraduate degree in Communications, Journalism, Marketing, English or related field
- Experience coordinating branding and marketing strategies
- Understanding of basic graphic design, familiarity with software such as In-Design or Publisher a plus
- Ability to build presentations using Prezi or PowerPoint
- Excellent organizational and communication skills
- Comfort communicating with different levels of staff, from volunteers to executive-level staff
- Knowledge of social media best practices
- Ability to develop and maintain positive working relationships with multiple stakeholders
- Must be deadline oriented with the ability to multitask and handle various projects and responsibilities

Additional Skills

- Writing/Editing
- Communications
- Team Work
- Community Organization
- Recruitment
- Social Services
- Leadership

The AmeriCorps VISTA will work with a coalition of community stakeholders to advance the goals of the St. Louis Promise Zone which is a federal designation aimed to increase the quality of life for its residents through increasing health and wellness, reduce serious and violent crime, increase economic activity, improve educational outcomes, improve workforce readiness and create sustainable mixed-income communities.

To apply for this position please go to the [AmeriCorps website](#) and search St. Louis Promise Zone.