

St. Louis Promise Zone VISTA Assignment Description (VAD)

Engagement VISTA

The Promise Zone program is a federal initiative led by the White House to 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 St. Louis Promise Zone Engagement VISTA will have a key role in advancing the development of the Promise Zone Initiative. The AmeriCorps VISTA will work with a coalition of community stakeholders to achieve the goals of the Promise Zone with a focus on engaging the six Promise Zone subcommittees.

Member Activity

The Engagement VISTA will be responsible for developing engagement strategies for each of the six Promise Zone subcommittees. Additional activity to support this effort will include:

- 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
- 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
- Develop the infrastructure and protocols to disseminate information to anchor institutions
- Regularly engage with subcommittee participants including representatives of City and County leadership, schools, early childhood centers, businesses, area nonprofits,

philanthropic organizations, and residents about resources and services

- Develop and coordinate engagement activities in collaboration with internal marketing teams as well as VISTA team members to make Promise Zone work visible to partners and residents

Vista Qualification

- Bachelor's Degree from an accredited four year college or university with emphasis in communications, business or nonprofit administration
- Solid understanding of fund development principles & ethics
- Excellent computer skills solid knowledge of Microsoft Office
- Strong analytical and expository writing skills
- Excellent written and verbal communication skills
- Ability to meet deadlines and manage multiple projects with attention to detail
- Ability to work independently and as part of a team

Additional Skills

- Research
- Communications
- Office administration
- Leadership
- Grant Writing/Editing
- General Office Skills
- Social Services
- Team Work

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