



Position Description: Move for America Program Engagement Coordinator

Project Period: August 2024 through August 2025

Site Name: Move for America

Supervisor: Vice President of Programs

Location: Remote work environment with occasional in-person meetings. Must live within 60 miles of Saint Paul, Minnesota and be willing to commute to the Twin Cities occasionally (approximately 2x per month).

About Move for America

Move for America strengthens democracy by catalyzing a generation of bridge builders. Fellows mobilize diverse groups in cities and towns to bridge divides and solve problems together. Through our Fellowship program, we improve outcomes in communities, foster long-term civic engagement, and increase community trust across lines of difference, while catalyzing leaders skilled in bringing people together.

All Fellows participate in our Inclusive Leadership training program, which includes over 80 hours of learning together with your cohort of Fellows, focused on intercultural communication, navigating conflict, engaging communities, and professional growth.

Position Overview

The Program Coordination Fellow will support the success of Move for America's existing and new programming by assisting and informing our practices of communications, marketing, recruitment, and logistics coordination. This role is responsible for social media copy, and written publications such as annual report pages, newsletters, blogs, and op-eds. This is a full-time, 12-month Fellowship position offered in partnership with the US federal AmeriCorps VISTA program. The selected individual will be co-enrolled as an AmeriCorps VISTA Member and a Move for America Fellow.

The Fellow will support aspects of the Move for America Fellowship, the new community college urban / rural weekend exchange program, and the youth (high school) Beyond Civics program, all of which cultivate youth as civic bridge builders.

Objectives

- ★ Objective 1: Program Coordination
 - Support communication with program prospects, partners, and external supporters

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- Develop a Member support network
 - Collaborate with the Program Team to plan local events
 - Facilitate network communication and support
 - Coordinate data collection and reporting
 - Facilitate youth workshops with pre-designed curriculum
 - Manage Program logistics
- ★ Objective 2: Program Recruitment
- Attend virtual and in-person recruitment events
 - Design and execute targeted outreach, marketing, and external communications content
 - Promote Move for America programs at local recruitment events
 - Screen program candidates
 - Coordinate application and interview process for program members
- ★ Objective 3: External Communication & Marketing
- Increase audience size and engagement across multiple social media platforms, including Instagram, LinkedIn, and X / Twitter.
 - Collaborate with teammates to build a steady flow of brand-aligned social media copy across multiple platforms.
 - Write, design, and deploy a monthly e-newsletter via Mailchimp.
 - Manage and update company website; write click-through content, as necessary.
 - Increase cross-post opportunities and influencers who can increase our social media engagement and website SEO.
 - Engage directly with our digital audience via comments and messages.
 - Supervise general info@move4america.org inbox.
 - Build creative avenues to amplify Move for America's mission and core messages, and to engage broad, diverse audiences.

Other duties as assigned.

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Required Skills/Experience

In addition to the core criteria for all Fellows, which can be found via the link below, we seek a candidate who demonstrates the following:

- Passion for our mission to bridge divides and strengthen civic dialogue
- Excellent written and verbal communication skills
- Detail orientation with skills for planning ahead
- Demonstrated experience leveraging social media strategies to increase engagement
- Thrive in a fast-paced, entrepreneurial environment
- Take initiative, work independently, and navigate ambiguity
- Some experience in fundraising, recruitment, sales, or related fields preferred

For Move for America Fellowship qualifications and program information, please visit: www.move4america.org/projects

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