



## **On Campus AmeriCorps Ambassador Intern**

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### **Purpose**

AmeriCorps Ambassadors are university students who work closely with ServeMinnesota to raise the AmeriCorps profile on campus and introduce AmeriCorps to new and diverse student groups. The campus ambassador internship will build your communication and marketing skills. The position encourages creativity in engaging peers both with a team and individually. As a campus ambassador you will be considered a local expert. After all, you know your campus better than anyone, and you can connect with groups of students who do not yet know how service can benefit their education, career path, and community. As an intern, you will engage students on your campus by developing relationships with professors and student clubs, sharing AmeriCorps with your peers through presentations, tabling, social media, career fairs, and events. You will collect contact information and continue to follow up with individuals interested in service.

### **Essential Job Functions**

#### **Learning and reflection (15% time commitment)**

- Successfully participate in orientation to ensure consistent messaging and understanding of AmeriCorps and individual programs.
- Attend weekly meetings with campus ambassador internship team to include potential story identification, training, event planning, and problem solving.
- Document all progress toward individual and team goals. Write weekly reflections to evaluate effectiveness of marketing techniques.

#### **Marketing and communications (80% time commitment)**

- Initiate and maintain collaborative working relationships with contacts in order to build diverse pipelines of potential applicants. Internship activities will include conversations and information sessions with student groups, interested students, career services, academic advisors, and other campus groups.
- Successfully present service opportunities and be a first point of contact for prospective candidates on campus. Work with Supervisor as needed to address candidate questions and concerns.
- Attend and professionally represent AmeriCorps at events (including get-to-know-us sessions, career fairs, collaborations with Center for Community Engaged Learning, virtual info sessions, etc.) and tabling on campus. Follow up with attendees.
- Connect with professors to secure speaking engagements in class or an email to students.
- Track interactions with prospective candidates in Hubspot CRM.

- Use personal social media accounts to amplify messaging about AmeriCorps opportunities, including event invitations, informational posts, member stories, and more.
- Seek out and build partnerships under direction of Supervisor with community organizations adjacent to campus such as workforce centers, employment assistance organizations, and community-based agencies serving diverse populations to promote service opportunities.
- Plan, present and follow through on an innovative project to raise campus awareness. Interns are encouraged to identify new opportunities and will receive support to implement varied marketing strategies.

#### **Other Job Functions (5% time commitment)**

- Opportunity to interview current AmeriCorps members, AmeriCorps alums, nonprofit staff, or policymakers to better understand nonprofit and government sector. Work with supervisor to identify prospective interviewees.
- Other duties related to recruitment of college-age AmeriCorps members as assigned.

#### **Job Qualifications**

##### ***Minimum***

- High School Diploma or equivalency required. The opportunity is open to currently enrolled undergraduate and graduate students at the University of Minnesota – Twin Cities campus.
- Ability to work a flexible schedule that varies by week and can occasionally include evening and weekend activities. Many tasks can be done at any time.
- Demonstrate openness to ideas and exhibit willingness to try new things.
- Commitment to anti-racist practices and inclusivity in the workplace and our AmeriCorps programs.

##### ***Preferred***

- Strong belief in community service as a strategy to solve our nation's most pressing issues and interest in social justice.
- Interest in pursuing career in marketing, nonprofit, or governmental field.
- Previous experience as a volunteer.

#### **Knowledge, Skills and Abilities**

- Knowledge and experience working with individuals, both students and educators, with different backgrounds, resulting in professional behaviors that respect different experiences, cultures, norms, languages, and socio-economic backgrounds.
- Strong interpersonal and communication skills.
- Demonstrated ability to work independently.
- Experience using social media, including Instagram, Snapchat, TikTok, Twitter, LinkedIn, Facebook and/or other platforms. Willingness to adhere

to brand standards in using personal social channels to raise awareness of AmeriCorps.

**Physical Requirements –**

ServeMinnesota is committed to compliance with the Minnesota Human Rights Act and the Americans with Disabilities Act and will make reasonable accommodations as possible to enable employees to perform the essential function of their positions.

**Workplace**

At ServeMinnesota, we are highly invested in the success of our people. We strive to make it an awesome and inclusive place to work and we recruit passionate people. We are looking for people who are energized by making an impact in our communities through national service.

This position is available to all, without regard to Race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, familial status, disability, sexual orientation, or age. It is also unlawful to retaliate against any person who files a complaint about discrimination. In addition to filing a complaint with local and state agencies that are responsible for resolving discrimination complaints, you may bring a complaint to the attention of the AmeriCorps Agency.

ServeMinnesota is committed to hiring staff people who reflect the diversity of the Minnesota communities we serve. Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We would encourage you to apply, even if you don't believe you meet every one of our qualifications described.

The hourly wage is \$15.00.

ServeMinnesota requires all employees to be fully vaccinated for COVID-19, the only exception to this requirement is an approved medical or religious exemption.

Please submit a resume. Instead of including a cover letter, please answer each of these questions in either the body of the email or as a separate attachment, so we can get a better idea of your experience and interest in this position and our organization:

1. Why are you interested in ServeMinnesota and this particular position?
2. How does your experience align with the Essential Job Functions and Minimum Qualifications of this position?

Submit applications to [lisacarlson@serveminnesota.org](mailto:lisacarlson@serveminnesota.org).