



POSITION DESCRIPTION

Job Title:	Campus AmeriCorps Ambassador Intern
Reports To:	Community Outreach and Engagement Specialist
Exempt/Nonexempt:	Non-exempt
Direct Reports:	None

Purpose

AmeriCorps Ambassadors are university students who work closely with ServeMinnesota to raise the AmeriCorps profile on campus and introduce AmeriCorps to students on the University of Minnesota-Twin Cities campus. 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 opportunities 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. ServeMinnesota is committed to fostering a welcoming environment united by our shared mission.

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 multiple 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 various schools and programs, 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.
- At the direction of the ServeMinnesota External Relations team, 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 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.

Accountability

1. Provide services that consistently support ServeMinnesota's ability to engage Minnesotans as grantees, service recipients, AmeriCorps members and partners.

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.

Preferred

- Preferred candidates will have experience working effectively with various populations, representing the communities we serve in Minnesota.
- Strong belief in community service as a strategy to solve our nation's most pressing issues.
- Interest in pursuing career in marketing, nonprofit, or governmental field.
- Previous experience as a volunteer.

Knowledge, Skills and Abilities

- 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.

How to Apply

Please submit a resume and instead of a cover letter, please answer the two following questions in the body of your email:

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 sarah@serveminnesota.org.