



**AmeriCorps\*VISTA  
External Relations Coordinator at the Massachusetts Service Alliance**

**Organization Description:**

The Massachusetts Service Alliance (MSA) is a statewide nonprofit that serves as the state commission on service and volunteerism. MSA's mission is to generate an ethic of service throughout the Commonwealth by creating and supporting diverse, high quality service and volunteer opportunities for all ages, resulting in stronger communities and more active citizens. We fulfill this mission by pursuing four main objectives: invest, convene, build capacity, and advocate. In FY10, MSA received \$10.5 million in federal, state and private funds to invest in service and volunteer organizations. We also work to convene and mobilize individuals, non-profits, corporations, and governmental entities to link strategies related to community service, community service-learning and volunteerism. In order to build the capacity of nonprofit agencies, we provide training and technical assistance that supports program development and improves the effective use of volunteers. Finally, we advocate for the development and promotion of public policies and private initiatives that incorporate service, community service-learning and volunteerism as effective strategies to address community challenges. MSA currently supports 65 community-based non-profits, local government and colleges and universities through three types of grant programs: AmeriCorps State, Commonwealth Corps and the Mentoring Grants Initiative.

**Summary of Focus Area:**

**Become part of a growing National Service Movement!** The External Relations AmeriCorps\*VISTA position is an exciting opportunity for an individual with a background or strong interest in marketing and/or communications to serve one year at the Massachusetts Service Alliance. Reporting to the Director of External Relations & Development, the VISTA member will help launch a statewide public awareness campaign to promote and expand service and volunteerism across the Commonwealth. In doing so, the VISTA member will be responsible for expanding and strengthening relationships with community and statewide partners, particularly in underserved communities that lack a volunteer connector. This outreach will help to increase opportunities for people engaged in service and as volunteers to meet critical needs in the Commonwealth, help provide support to underserved communities, and better use service to address the needs of vulnerable populations.

**Primary Responsibilities of the AmeriCorps\*VISTA member:**

- Assist in launching a statewide public awareness campaign to promote, expand and support service and volunteerism across Massachusetts.
- Assist external relations in developing a media plan for MSA's statewide awareness campaign (e.g. build a media list, draft press releases, op-eds and other media collateral).

- Coordinate public events to celebrate and support the service and volunteer sector. Events will include: Massachusetts AmeriCorps Opening Day (November 2010); a Friendraiser to Support MSA (March 2011); and MSA's Statewide Conference on Volunteering and Service (June 2011).
- Assist external relations in promoting and raising resources from corporations and foundations in support of National Days of Service (e.g. MLK day).
- Coordinate and conduct a comprehensive assessment of the volunteer needs of organizations serving low-income communities.
- Research and develop content for MSA's redesigned website.

**Qualifications:**

- Have a Bachelor's Degree in marketing, communications or a related field.
- Be motivated by our mission and by teamwork.
- Possess excellent communication, organizational and multitasking skills.
- Be self-motivated, creative and flexible.
- Able to work effectively with diverse individuals and organizations, including older adults, nonprofit agency leaders, higher education institutions, and business and community leaders.
- Strong value on empowering communities, and on improving the lives and futures of low-income individuals, families and communities.
- Passion for service and volunteerism.
- Willingness and ability to travel occasionally within Massachusetts. A car is not required; however, applicant must have a driver's license.
- Familiarity with Microsoft Office applications, and willingness to learn additional computer skills as required.
- Available to start service year/training by August 2010.

**About VISTA:**

AmeriCorps\*VISTA is the national service program designed specifically to fight poverty. VISTA members commit to serve full-time for a year at a nonprofit organization or local government agency. By serving through VISTA, one gains new skills, friends, and experiences—plus the satisfaction that comes from helping others. During the service year, the candidate will receive a modest living allowance, housing and transportation assistance, health care, and other benefits. For more information, please go to: <http://www.americorps.gov/about/programs/vista.asp>

**Stipend and Benefits:**

Hours:

- 40 hours/week, Mon. – Fri. Evenings and weekends as needed. AmeriCorps\*VISTA's are expected to be available for service full-time, although this position will rarely require evening or weekend attendance.
- 12-month term of service for AmeriCorps\*VISTA members.

Benefits:

- Choice of \$5,350 education award or \$125/month post service stipend for one year
- Health insurance plan
- A monthly LinkPass for the MBTA bus/subway (\$59/month)
- Living allowance of \$1163/ month or \$13956 a year
- Housing subsidy of \$250/month
- Childcare for eligible members
- Pre- Service Orientation
- Continuing Development Training
- \$550 relocation allowance if qualified
- Student-loan forbearance if qualified
- Non-competitive eligibility
- Eligibility for interest accrual on qualified student loans
- Eligibility for assistance such as food stamps

\*\*In addition to these benefits, AmeriCorps\*VISTA members learn new skills and acquire qualities of leadership that help prepare them for jobs, and gain a sense of satisfaction from making a significant contribution to their community.

**Start Date:** Three days of Pre-Service Orientation/VISTA training August 23-26, 2010 in Philadelphia at the Philadelphia Crowne Plaza Downtown and begin at Massachusetts Service Alliance on Monday, August 30, 2010. These dates are not negotiable.

**To Apply:** Please email a cover letter and resume **by Friday, July 2<sup>nd</sup>** to: Lindsay Snyder, Director of External Relations & Development at [lsnyder@mass-service.org](mailto:lsnyder@mass-service.org) or fax at 617-542-0240.

Interested persons will have to apply through the CNCS website at [www.nationalservice.org](http://www.nationalservice.org) eventually, once this position is posted there.

*The Massachusetts Service Alliance is committed to engaging people that reflect the diversity of the Massachusetts communities we serve as staff, volunteers and service participants.*

**Massachusetts Service Alliance**  
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**617-542-2544 / [www.mass-service.org](http://www.mass-service.org)**