



MARKETING SPECIALIST/AMERICORPS VISTA

Position Description

Title: Marketing Specialist/AmeriCorps VISTA

Location: Burlington, Vermont

Length: One-year position (possibility for second year), starting in Aug. 2017

Hours: Approx. 40 per week

About Mobius

[Mobius, Vermont's Mentoring Partnership](#), strives to develop a culture of mentoring throughout Vermont. Mobius provides support for nearly 150 mentoring programs, partnering with them to ensure that low-income youth across the state are paired with caring adult mentors. Mobius' primary goals are: advocacy and public awareness; developing resources and learning opportunities for mentoring programs; facilitating program collaboration; providing pass-through funding; and spearheading statewide mentoring initiatives.

About AmeriCorps VISTA

AmeriCorps VISTA is a national, federally funded program that places volunteers in one-year service positions at organizations that focus on alleviating poverty. VISTA members receive a bimonthly stipend and health insurance (see [compensation section](#)). The Mobius A*VISTA position is a part of the [Vermont Youth Tomorrow \(VYT\) VISTA](#) program, based out of Montpelier, VT. There are approximately 25 VISTA members in VYT each year, and they are placed at organizations across Vermont that provide services for youth living in poverty. The VYT group convenes monthly for professional development trainings on topics designed to support VISTAs during their service year and beyond.

SCOPE OF RESPONSIBILITIES

The Mobius Marketing Specialist A*VISTA member will play a key role in helping Mobius continue to expand its reach as a statewide agency. The member's foci will be providing and expanding services to mentoring programs across the state, and continuing to expand larger statewide initiatives such as the [Mobius Mentor Discount Card](#), [Mentor Pair Community Service Program](#), a Vermont-specific [National Mentoring Month](#) awareness campaign, and [our web presence](#). All of these efforts will ensure that more low-income youth are matched with adults in supportive mentoring relationships. Research illustrates that mentored youth are less likely to use drugs and alcohol, and are more likely to develop positive relationships with peers and adults, and pursue college and other post-secondary opportunities.

SPECIFIC RESPONSIBILITIES

Public Awareness

The Marketing Specialist A*VISTA will assist in Mobius' effort to raise public awareness of mentoring on a statewide level and will develop systems that can be efficiently replicated in the future.

- **Online Presence:** Maintain statewide online events calendar, develop web, newsletter, blog, and social media content,
- **National Mentoring Month:** Assist in the implementation of a statewide Mentoring Month campaign,
- **Public Awareness Plan:** Work with Mobius staff and the Public Awareness Committee to create a year-round plan designed to raise public awareness of mentoring around the state. In 2017-2018, this will involve working with the Communications Director to complete an evaluation of the organization's branding, and determine whether or not to rebrand to match MENTOR's (the National Mentoring Partnership) national branding.

Resource Development

The Marketing Specialist VISTA will expand and enhance resources for mentoring programs throughout Vermont.

- **Mobius Mentor Discount Card:** Enhance Mobius' statewide discount program and recruit new businesses to offer discounts to mentors, particularly in underrepresented parts of the state.
- **Mentor Pair Community Service Program:** Expand and enhance Mobius' community service program for mentors and mentees, by working with programs to engage more mentors and mentees, and by adding new non-profit volunteer sites, particularly in underrepresented areas of the state.



Program Support and Collaboration

The Marketing Specialist VISTA will work with Mobius staff and mentoring programs through the state to help programs collaborate and share resources and best practices.

- **Professional Development:** Work with Mobius staff and the organization's Program Leadership Council to develop trainings in social media and other requested areas for mentoring professionals across the state.
- **Collaborative Events:** Work with Mobius staff and mentoring program professionals to plan and implement regional and statewide events, including the Mentoring Celebration at the Statehouse, the Vermont Mentoring Symposium, and Community Science Night for Mentoring at the ECHO Leahy Science Center.

A SUCCESSFUL APPLICANT WILL POSSESS

- A bachelor's degree required (degree in marketing, communications, or related field, or 1-3 years of relevant experience preferred)
- Demonstrated experience in resource development and securing in-kind donations
- Ability to collaborate and build productive working relationships with diverse partners and stakeholders
- Strong, independent work ethic and a proven record of both creating and meeting deadlines on large projects
- Strategic planning, and time management skills
- Excellent verbal/written communication skills
- A driver's license, and willingness to travel around the state
- A strong belief in the benefits of mentoring, and willingness to become a mentor during his/her service year

COMPENSATION

From Mobius

- \$200 per month in rental assistance
- Reimbursements for work-related travel
- The opportunity to be part of shaping the mentoring movement in Vermont!
- Flexibility to create new projects not listed above based on A*VISTA member's strengths and interests

From Vermont Youth Tomorrow (VYT) and AmeriCorps VISTA (subject to change)

- \$13,296 living stipend (before taxes)
- \$5,815 educational award or \$1,500 cash stipend upon successful completion of service year
- Monthly professional development trainings with the [VYT VISTA team](#) (more than 25 VISTA members)
- [Health care coverage](#) offered by AmeriCorps

Interested applicants should submit a resume, cover letter, and three references. Interviews will be offered on a rolling basis, so please submit your materials as soon as possible. Mobius intends to have the position filled no later than June 30th.

Documents will be accepted by email: Benji Thurber at Benji@mobiusmentors.org