

Community Outreach VISTA project
VISTA Assignment Description

VAD Title: Community Outreach

Site Name: NC Rural Center

Primary Focus Area: Economic Development

Goal of the Project:

The goal of the project is to build capacity in the Rural Center's (RC) community outreach efforts for the engagement programs. The VISTA will: assist in the planning & execution of a communications & outreach strategy for the RC's statewide community engagement initiatives, including the Faith in Rural Communities project, our food & community development efforts & our regional capacity building programs; help develop messaging & build capacity to promote the annual Rural Assembly- an event to celebrate rural NC; develop new program materials, outreach strategies & organizational relationships. Making RC better equipped to serve rural communities across the state. A unique opportunity to enhance communications & support RC's community outreach.

Performance Period: August 2019 – August 2020

Objective Description:

Build capacity and develop opportunities to support and grow the Rural Center's communication efforts for the engagement programs to help better serve rural community leaders.

Member Activity:

Grow the capacity and reach of the Center's community engagement programs

- Research the existing program and explore aspects that need improvement
- Engage with stakeholders by attending meetings, trainings, and webinars to increase understanding of the need and opportunities of the state
- With direction from leadership, conduct outreach to specific stakeholders to gather feedback on opportunities and challenges.
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Research and implement plan to build a more robust communications infrastructure to support the Center's community engagement efforts.

- Develop content and messaging for our engagement work to be promoted via the Center's social media channels
- Create content calendars and draft content for our newsletters and press releases for our community engagement initiatives
- Assist with the development and execution of community engagement events throughout the state
- Create stories of the communities and individuals supported by our engagement initiatives to increase awareness and access to our offerings.

Increase outreach and engagement for our annual fall event

- Identify untapped markets and develop a strategic communications plan with effective materials to promote our outreach initiatives for our annual event.
- Research and provide recommendations of sources for event planning, funding, and programmatic activities for this event.
- As part of team, assist with planning and logistics for the annual event.

For more information on the AmeriCorps VISTA program, the benefits, and how it works [click here](#). If interested, please submit resume and cover letter to Kayla Dobyms, kdobyms@ncruralcenter.org.