



## We All Belong AmeriCorps\* State Program

Hosted by the City of Burlington's Community and Economic Development Office

Vermont's population is becoming more diverse and reflective of a global citizenry. The We All Belong Program works with Burlington area non-profits, schools and city departments to help create inclusive workplaces and to offer more culturally competent services, events and programming for Burlington's increasingly diverse community. The City of Burlington seeks to address issues of race and gender inequity by making organizational shifts in programs and services. AmeriCorps\* State members support these shifts by serving with a participating agency as a full or part-time volunteer.

Position Title: Community Marketing and Training Coordinator

Organization: Local Motion

Deadline: Open until filled

### Description

Local Motion's core services (the Bike Ferry, Valet Bike Parking, and the Trailside Center) each represents a tremendous untapped opportunity to connect with people about the joys and benefits of walking, biking, and other forms of active transportation. This AmeriCorps position will play a key role in expanding the diversity of people who use these services, as well as providing all of our "customers" with a richer experience when they engage with Local Motion. We are looking for someone who is a natural-born salesperson for things they love (and who loves being active!), is really good at coming up with creative ways to teach people new ideas and skills, and prefers a position that is mostly outdoors and active in all weather (with some writing and computers on the side).

### Key Responsibilities

1. Develop and implement a variety of online and in-person outreach and marketing strategies designed to connect a much wider diversity of people to Local Motion's core services, including partnerships with local organizations like the Boys and Girls Club to organize youth rides out to the Bike Ferry, on-street outreach to bike riders of low income status to invite them to make use of our free Valet Bike Parking service, outreach via area bike shops and other partners to connect with bicyclists from a variety of cultures, and more
2. Develop and implement strategies to provide all of Local Motion's "customers" with a richer and more diverse understanding of the role that bicycling could play in their lives, including offering creative 5- to 15-minute "micro-trainings" on bike-related topics, engaging people in conversations about opportunities to be active, and providing support services to make outreach by all staff more effective and efficient

### Skills and Qualifications

- Gregarious and outgoing, with experience serving with people from a diversity of backgrounds and experience
- Good skills for leading workshops in a variety of formats
- Eagerness to spend a lot of time out and about and on their feet
- Good writing skills and experience with persuasive communications (with a focus on marketing)
- Attention to detail and ability to track many tasks at once
- Familiarity and comfort with computers and common office software
- Passion for being active and outdoors and basic knowledge of bikes and biking

### Commitment and Benefits

Part Time AmeriCorps positions are 900 hours of service from January 2015 thru August 2015. Part time benefits include a \$6,519 living allowance and a \$2,822 Education Award. We All Belong AmeriCorps\* members join a team of 16 other members, each serving in agencies and organizations across the Burlington, VT area.

<http://www.burlingtonvt.gov/CEDO/AmeriCorpsState-Program>

**How to Apply**

Position open until filled. Please email resume, cover letter, two references, and a one-page writing sample to Francine Serwili-Ngunga at [fngunga@burlingtonvt.gov](mailto:fngunga@burlingtonvt.gov). PDF format preferred, Word acceptable

If you need an accommodation please call 802-865-7144 or for more information on the program see our website:  
<http://www.burlingtonvt.gov/CEDO/AmeriCorpsState-Program>