



Commonwealth Corps 2014-15 Position Description

Early Literacy for Lifelong Achievement

Commonwealth Corps Service Position Description Raising A Reader MA Outreach Coordinator

The mission of the Commonwealth Corps is to engage Massachusetts residents of all ages and backgrounds in service to strengthen communities, address unmet community needs, and increase volunteerism.

Commonwealth Corps members with Raising A Reader MA will serve 10.5 months in a full-time capacity. What they have in common is a desire to put their talents and ideas to use in the service of their communities and the Commonwealth.

Raising A Reader MA is an evidence-based early literacy organization that helps families of young children (newborn through age five) develop, practice, and maintain habits of reading with their young children. Our core program model, which both increases access to books and offers families tools and supports for strengthening the culture of reading at home, is driven by 25 years of research that show the most significant factor impacting a child's academic success is being regularly read to by a parent or other primary adult caregiver before starting kindergarten.

Two Commonwealth Corps Members will coordinate outreach throughout Massachusetts. Members will support four main outreach components:

- Volunteer outreach: Recruit and manage volunteers
- Community outreach: Increase RAR MA visibility through public events
- Partner outreach: Support long term partners through storytime visits
- Parent outreach: Recruit parents to attend educational workshops

Each Corps Member will take a lead role in either the Community or Parent Outreach component, to be determined by his/her experience and abilities. One Member will be based in each of two our primary regions: Brockton, Greater Boston (Chelsea, Revere, Malden, and Everett), Merrimack Valley (Lawrence and Lowell), and Springfield.

Responsibilities:

- Complete a minimum of 1,500 hours of service, serving through June 27, 2015.
- Attend all required Commonwealth Corps trainings and service events held by MSA and Raising A Reader MA, including a new member orientation on August 14 & 15, 2014.
- Participate in a minimum of 1 hour of MSA-related activities each week (in person or virtually).

Each Commonwealth Corp member will share the following responsibilities, and will assist the team in either Community or Parent Outreach.

- Volunteer/Intern Outreach
 - Collaborate with regional teams to prepare position descriptions

- Research sources for volunteers/interns who can support regional teams; advertise RAR MA volunteer opportunities via these sources
- Represent RAR MA at recruitment fairs and follow up with interested applicants
- Build relationships with volunteer sources as appropriate
- Prepare volunteer orientation materials including introduction to RAR MA mission, goals, model, and Salesforce
 - Record webinar that can be used regularly when new volunteers begin
- Plan and facilitate centralized monthly volunteer nights and ongoing region-specific opportunities
- Community Outreach
 - Collaborate with community organizations to facilitate regular storytimes and activities to build awareness of RAR MA
 - Contribute content to regional RAR MA facebook pages
 - Design email newsletters with Constant Contact to be sent to community stakeholders
 - Represent RAR MA at tabling events
- Partner outreach
 - Provide storytimes to RAR MA teachers and family child care providers (implementers)
 - Field and fulfill requests for refresher materials
 - Communicate implementer questions and concerns to regional program manager
- Parent Outreach
 - Prepare materials and design flyers for parent educational workshops
 - Keep parent contact information and attendance history up to date in Salesforce database
 - Design and run Salesforce reports to help determine outreach strategies
 - Make phone calls, send emails/text messages to parents about upcoming workshops

Qualifications:

Required

- Massachusetts residency and legal authorization to work in the United States
- 18 years of age or older
- Experience with or interest in volunteerism and community engagement
- Ability to balance service commitment with other family/work/school/community commitments in a sustainable way
- Deep commitment to creating high-impact opportunities for children and families
- Ability to communicate effectively with parents of young children and early childhood professionals
- Problem solving ability, specifically related to project implementation
- Ability to work independently
- Strong administrative capabilities, organizational skills and ability to multitask

- Exceptional ability to work effectively with people representing diverse cultures
- Familiarity and comfort with technology applications including Word and Excel
- Attention to detail

Preferred

- Proficiency in Spanish or other primary language of community
- Car and valid driver's license, or access to transportation
- Bachelor's degree or related work experience
- Familiarity with community

Member Benefits:

- **Stipend** of \$434.78 full-time every other week while in service, up to \$10,000, minus taxes and withholdings;
- **Health insurance (full-time members only)**, individual coverage only);
- **Completion award** of up to \$2,000 upon successful completion of service, minus taxes and withholdings;
- **Training and other professional development** opportunities;
- **Limited reimbursement for travel** to Corps-wide MSA-sponsored activities;
- Travel reimbursement from Raising A Reader MA for certain service-related travel away from their usual service location, according to agency policies;
- The opportunity for at least 10 days of planned absences (may include holidays); and
- Opportunity to join with others with a common sense of purpose as part of the Commonwealth Corps.

Please note that receipt of these stipends/benefits may impact an individual's eligibility for certain public benefits.

Term of Service:

- **Position Start Date:** August 14, 2014
- **Position End Date:** June 27, 2015
- Service commitment will average 37-38 hours per week. Most hours will fall between 8:30-5, Monday-Friday, with some evening and weekends required.

Application Instructions:

- **To apply, please email resume and cover letter to Sara Pollock DeMedeiros at sara@raisingareaderma.org by May 31st. Please include "Commonwealth Corps Application" in your subject line and indicate preferred community.**

Accepted members will be required to undergo a criminal offender and sexual offender background check.

Raising A Reader MA will recruit and select persons in all positions to ensure a diverse and inclusive climate without regard to race, religion, sex, sexual orientation, age, veteran status, color, political affiliation, creed, national origin, marital status, or any other status as protected by federal, state, and local laws. Raising A Reader MA welcomes applications from individuals with disabilities and will make reasonable accommodations for interviews and for service upon request.