



AmeriCorps VISTA Announcement

Marketing & Communications VISTA

College Mentors for Kids, Inc.
Indianapolis, IN

Organizational Mission

Mentoring transforms lives: we connect kids to college students through weekly on-campus activities that inspire growth, confidence, and brighter futures. Through our mentoring program, 1st through 6th graders in the community are paired one-on-one with a college student mentor and together they participate in activities focused on higher education and careers, culture and diversity, and community service. Our innovative program focuses on improving the likelihood that elementary school youth will achieve their optimum potential while providing high-quality service and leadership opportunities for college students. We currently serve 32 chapters in 9 states.

AmeriCorps VISTA Information

College Mentors for Kids is sponsoring an AmeriCorps VISTA from August 1, 2022 – July 31, 2023. The VISTA will not be considered an employee of College Mentors for Kids, but rather a volunteer through AmeriCorps. As such, compensation and benefits are determined by AmeriCorps and are standard; they are not set by College Mentors for Kids.

Benefits include:

- A living allowance of \$1,250/month
- Optional healthcare benefits
- 10 personal days and 10 medical leave plus holidays determined by College Mentors
- Relocation assistance
- Child-care assistance
- Upon successful completion of service, your choice of an education award of \$6,495 or cash stipend of \$1,800

VISTAs will work a full-time schedule Monday – Friday. For more information on AmeriCorps VISTA, please visit <https://www.nationalservice.gov/programs/ameriCorps/ameriCorpsvista>.

Marketing & Communications VISTA Position

We are seeking a creative, experienced designer and writer to serve as the Marketing & Communications VISTA. This position will implement marketing and communications strategies for primarily external audiences to ensure they are connected to and engaged with the College Mentors mission as we communicate the impact our program has on kids, college students, and communities. This VISTA position will report to the National Director of Development.

Responsibilities and Projects:

- Communicate the mission and impact of College Mentors using various media such as the eNewsletter, social media, website, and development pieces
- Design branded materials for new and existing audiences, both for general marketing purposes and specific fundraising efforts

- Implement marketing strategies as directed by consultants or the board of directors to aid in organizational growth and sustainability
- Collect and document programmatic impact stories and communicate them to new and existing supporters in a compelling way
- Other opportunities and responsibilities which support the overall mentor program and organization

You would be a great fit for this role:

- You are creative and skilled at visual design.
- You have experience in marketing and communications work, especially in crafting compelling messages to engage a variety of audiences.
- You have a passion for writing and engaging digital audiences.
- You enjoy building and following a communications calendar or plan.
- You enjoy taking initiative and managing multiple projects at the same time.

Application Instructions

Please note that in order to be considered for this position, you **must apply through the AmeriCorps website**. No applications mailed or e-mailed to our office will be considered. Follow these steps to apply:

- Go to: <https://my.americorps.gov/mp/listing/publicRequestSearch.do>
- In the “Program Type” drop-down box, select “AmeriCorps VISTA”
- In the “State” drop-down box, select “Indiana”
- In the “Program Name” search box, type “College Mentors”
- Click on the Marketing & Communications position listing and then at the bottom click on “Apply Now”

We will review applications on a rolling basis and will make an offer as soon as we find an ideal candidate. We encourage applicants to submit their application as soon as possible.

Additional details regarding College Mentors for Kids may be found at www.collegementors.org. Equal Opportunity Employer.