



Position Description

Title: North Market Community Engagement Coordinator, Move for America AmeriCorps VISTA Fellow

Sponsoring Organization: Move for America

Site Name: Pillsbury United Communities

Focus Area(s): Capacity Building, Workforce Development

About Pillsbury United Communities

We are community builders co-creating enduring change toward a just society where every person has personal, social, and economic power. Our united system of programs, neighborhood centers, social enterprises, and partnerships connects individuals and their families across the region.

Position Overview

This position is part of the Move for America Fellowship program. Move for America AmeriCorps VISTA Fellows (“Fellows”) build the capacity of community-based organizations to bridge divides and strengthen civic dialogue by elevating and convening diverse community voices to solve problems together.

Move for America Fellows each have a different role at various agencies in Minnesota and come together bi-weekly for training and learning. Fellows receive over 80 hours of Inclusive Leadership training and coaching from a dedicated staff member, give and receive peer mentorship among the Fellows, build professional networks, and have time to reflect, learn, and act on their own inclusive leadership and bridge divides within communities.

The Move for America Fellow will join the Community Health team operating out of North Market and will help re-launch community engagement efforts that stopped during COVID. The Fellow will connect with community members in a number of ways, including but not limited to sharing community health resources, hosting fun community events, leveraging social media strategies, and creating spaces for learning and feedback from community members to better understand their needs and wants in a grocery store. The ultimate goal of this role is to increase the number of community members who learn about and participate in events, programs, services, space, and other offerings in and around the building.

Primary Responsibilities (Essential Functions)

Strategy and thought leadership

- Work closely alongside the Community Health Coordinator and Store Director to generate creative ways to engage current and new community members
- Help ensure that the community work is integrated into North Market in a way that aligns with grocery and other programs and services offered
- Research proven social media strategies and test them to create a voice for North Market on social media, looking specifically to highlight health resources, programs and events, and daily offerings to community

Operations and outcomes

- Create and manage a system to operate community rooms and spaces, coordinating and scheduling programs and events, and handling community requests



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- Create a social media identity for North Market, with an authentic voice that is documented in an increase in social media metrics across relevant platforms
- Set up an infrastructure for social media, including creating a daily, weekly, and monthly calendar, designing easy-to-use templates, gathering photo and video content, and training colleagues as needed

People and community development

- Build relationships with the local community, including schools, organizations, institutions, associations, and people
- Design and implement public participation strategies to gather information from community, and use that data in coordination with leadership to better provide relevant offerings
- Connect with other local groups already in existence and bring them into the building to use community spaces
- Work to learn what people actually want, including but not limited to what kinds of programs, events, classes, services, food items, loyalty programs, etc.

Financial Management

- Support the intentional alignment of community engagement and store strategies as a long-term community health strategy
- Encourage creativity in ideas so that solutions are financially sustainable; be open to new and innovative ways of thinking around inviting community members in to spaces

Required Skills/Experience

- Willingness to commit to 12 months of active participation in the Move for America Fellowship program
- Passionate about meeting new people, and building relationships with people and institutions in North Minneapolis
- Excellent people skills (friendly, empathetic, energetic, upbeat, likes to smile, etc.)
- Demonstrated experience leveraging social media strategies to increase engagement
- A unique perspective in community that can be translated into a social media voice
- Some event planning experience preferred
- Strong connections to North Minneapolis and/or belief in the power in community
- Technical skills to research online and by phone to find and share local resources to support community member needs
- Ability to be on your feet for extended periods of time during events, move tables and chairs, and help people with their groceries if needed

Affirmative Action/EEO statement

As an Equal Opportunity Employer, Pillsbury United Communities is intentional about its responsibility of maintaining an equitable environment that is inclusive and welcoming. We hire, support, and promote talented individuals using a process that is fair and equitable to all that apply. We believe differences such as age, race, culture, ability, and sexual orientation are valuable and an asset to our organization, and employees are protected from reprisal.

This job description has been approved by:

Name _____

Signature _____

Date _____