



Move for America Fellowship

Position Description: Pillsbury United Communities North Market Community Engagement Coordinator

Project Period: June 2023 - June 2024

Site Name: Pillsbury United Communities

Location: Hybrid

Goal of the Project

The Move for America Fellow will join the Community Health team operating out of North Market and will help relaunch community engagement efforts that stopped during COVID. As the North Market Community Engagement Coordinator, 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.

Project Objectives

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
- 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

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- 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

Responsibilities

- Build relationships with people and institutions in North Minneapolis
- Research online and by phone to find and share local resources to support community member needs
- Community event planning and coordination
- Leverage social media strategies to increase engagement

Eligibility

- Must be 18 years old by start date.
- Must be a U.S. citizen, legal permanent resident, refugee, asylee, or DACA recipient.
- Must be able to commit to a year-long program from June 2023 - June 2024, with a full-time work week (35 hours per week daytime hours, Monday-Friday).
- We welcome applicants from any location, but you must be willing to live and work in Minnesota during the 2023-24 term of service.

Qualifications

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Fellows are not required to have had previous job experience. This is an entry level position designed to catalyze your career and leadership development. We do, though, seek the following traits in all Fellows:

- **Curiosity** - genuine interest to learn with and from others
- **Growth** - commitment to continuous learning about self and others
- **Teamwork** - capable of using collaboration and teamwork to achieve goals
- **Community** - desire to work in and with a community and in team environments
- **Accountability** - take responsibility for actions and their impact on others
- **Leadership** - take initiative and demonstrate leadership experience

In addition, we are seeking candidates who have:

- 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
- The 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

Living Stipend and Benefits

- \$17,600 annual living stipend
- \$6,000 housing support
- Up to \$1,000 in relocation assistance
- Earn a \$6,895 education award for future education or to repay school loans
- Health insurance
- 80+ hours Inclusive Leadership & Community Engagement training
- Professional and peer mentorship
- [Find all AmeriCorps VISTA benefits here](#)

About the Fellowship

The Move for America Fellowship, in partnership with AmeriCorps VISTA, is a paid, 12-month immersive service learning experience grounded in community engagement.

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Move for America Fellows build the capacity of community-based organizations by convening diverse community voices in decisions that affect their lives.

All Fellows participate in our Inclusive Leadership training program, which includes over 80 hours of learning together with your cohort of Fellows, focused on intercultural communication, navigating conflict, engaging communities, and professional growth.

Commitment to Inclusion & Equal Opportunity Employer

Move for America's mission is to bridge divides and strengthen civic dialogue. We work to create an inclusive and thriving society where all voices matter and where no person is marginalized for their identity. Move for America is an equal opportunity employer and prohibits discrimination and harassment of any kind in any part of our business and partnerships. We hire talent with a transparent and equitable process for all who apply. All employment decisions are made without regard to age, race, ethnicity, national origin, religion, gender, sexual orientation, disability, medical history, or any other protected statuses. We believe our differences make us stronger and encourage all interested candidates to apply. [Read our full Commitment to Inclusion and Equal Opportunity Employer Statement here.](#)

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