



**2022 TCNJ Summer Community Leaders
300-hour AmeriCorps Position**

Non-profit Name: HomeWorks Trenton

Overview of the Nonprofit and Population Served:

HomeWorks Trenton is a 501(c)(3) non-profit organization that provides an after-school boarding program to underserved middle and high school girls in Trenton, NJ. Our mission is to inspire and equip young women from marginalized communities to achieve their potential and positively transform the world around them by providing a supportive and educational residential environment.

Position Title: Business & Marketing Assistant

Position Reports To: Vilma Jimenez, Development and Program Manager

Service Activities, Duties and Responsibilities:

Under the supervision of the HomeWorks Trenton Development and Program Manager, the Business and Marketing Assistant will work with the HomeWorks staff to create and update business and marketing materials, and develop branding and content for specific stakeholders, including HomeWorks' scholars, their families, donors, and community partners. You will also evaluate our current marketing platforms and come up with strategies to improve HomeWorks' online outreach. Specific duties will include creating a marketing and business plan, updating success measures, conducting evaluations on HomeWorks' outreach, writing weekly blog posts, submitting articles to newspapers, making promotional material on Canva and other design platforms, and relating the HomeWorks' brand on different social media platforms. Some duties will take place in the office or remotely while others will require one to be on site, interacting with the scholars and their families (dependent on COVID-19 developments). Staff must be committed to the mission of HomeWorks and respectful of the community it serves.

Responsibilities:

- Create marketing and development strategies under direction of the Development and Program Manager.
- Assist with fundraising and marketing for the House Capital Campaign.
- Assist with the Scholar Recruitment Process.
- Work with the HomeWorks team to update the website and execute the social media strategy.
- Create media content on various platforms.
- Assist in expanding HomeWorks partnerships for our tutoring program and other programming activities.

- Assist in all aspects as needed to help HomeWorks achieve measurable success.

Primary Issue Area Addressed (please pick one):

Education

Food Security

Economic Opportunity

Capacity Building

Preferred Qualifications and Experience:

- Strong commitment to HomeWorks' mission, values and scholars.
- A Business/Marketing degree (attained or in progress) preferred, other majors welcomed.
- Knowledge of social media outreach across various platforms.
- Experience with marketing preferred.
- Be skilled at a variety of software: Canva, Microsoft Word, Excel and PowerPoint are required; knowledge of InDesign and Photoshop a plus.
- Professional, reliable, and honest.
- Demonstrate excellent verbal and written communication skills.
- Strong attention to detail with very good organizational and follow-through skills.
- Ability to be flexible and juggle multiple tasks.
- Ability to take initiative, ownership and accountability
- Ability to work independently as well as collaborate as part of a team.

Required Training:

- Orientation prior to the start of the term of service
- On-boarding at service site
- Weekly training as determined by the staff of TCNJ SCL

Hours of Dedication:

- The Business/Marketing Assistant is expected to serve at least 25-30 hours every week between 6/4/2022 - 8/12/2022 for a total of 300 hours.

Compensation:

Stipend: \$3,600

Education Award: \$1,342.86; for MT only upon successful completion of the term of service

Benefits

- Health and Dental Benefits (Serving in FT Capacity Only)
- Childcare Benefits (if eligible)
- Loan Forbearance and Interest Accrual Benefits (if eligible)
- Member Assistance Program (MAP)

Acknowledgements:

By signing this position description, the Member and the Site Supervisor or Campus Director acknowledge that the Member will not under any circumstances engage in any of the AmeriCorps Prohibited Activities listed below while charging time to the AmeriCorps program, accumulating service or training hours, or otherwise performing activities supported by the AmeriCorps program or the Corporation for National and Community Service.

- a. Attempting to influence legislation;*
- b. Organizing or engaging in protests, petitions, boycotts, or strikes;*
- c. Assisting, promoting, or deterring union organizing;*
- d. Impairing existing contracts for services or collective bargaining agreements;*
- e. Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office;*
- f. Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation, or elected officials;*
- g. Engaging in religious instruction, conducting worship services, providing instruction as part of a program that includes mandatory religious instruction or worship, constructing or operating facilities devoted to religious instruction or worship, maintaining facilities primarily or inherently devoted to religious instruction or worship, or engaging in any form of religious proselytization;*
- h. Providing a direct benefit to—*
 - i. A business organized for profit;*
 - ii. A labor union;*
 - iii. A partisan political organization;*
 - iv. A nonprofit organization that fails to comply with the restrictions contained in section 501(c)(3) of the Internal Revenue Code of 1986 related to engaging in political activities or substantial amount of lobbying except that nothing in these provisions shall be construed to prevent participants from engaging in advocacy activities undertaken at their own initiative; and*
 - v. An organization engaged in the religious activities described in g above, unless CNCS assistance is not used to support those religious activities.*
- i. Conducting a voter registration drive or using CNCS funds to conduct a voter registration drive;*
- j. Providing abortion services or referrals for receipt of such services; and*
- k. Such other activities as CNCS may prohibit.*

AmeriCorps members may not engage in the above activities directly or indirectly by recruiting, training, or managing others for the primary purpose of engaging in one of the activities listed above. Individuals may exercise their rights as private citizens and may participate in the activities listed above on their initiative, on non-AmeriCorps time, and using non-CNCS funds. Individuals should not wear the AmeriCorps logo while doing so.

By signing this position description, the Member, the Site Supervisor or Campus Director and New Jersey Bonner AmeriCorps Program Staff hereby acknowledge by their signatures that they have read, understand, and agree to the terms of this position description. By signing this position description, the Site Supervisor or Campus Director

certifies that this AmeriCorps position does not displace or duplicate the duties of a paid employee.

Print Name: NJ Bonner AmeriCorps Member

Signature: NJ Bonner AmeriCorps Member

Date

Print Name: Site Supervisor or Campus Director

Signature: Site Supervisor or Campus Director

Date

Print Name: NJ Bonner AmeriCorps Program Staff

Signature: NJ Bonner AmeriCorps Program Staff

Date