NYC Civic Corps
Member Position Description

Host Site Name: Common Impact

Position Title: Field Building Ambassador

Location: Brooklyn, New York

Tentative Schedule: M-F, 8:30am-5:30pm

# of member Slots in this Position: 1

Need for the specific project on which AmeriCorps Member is serving:

Common Impact has built the leading national model for corporate pro bono, or “skills-based volunteerism” – volunteer support that leverages a specific professional skill or expertise as a service to an organization or community. Through short-term Day of Service models and long-term Consulting and Advisory Services, Common Impact pairs social sector organizations with corporate skilled volunteers to address core business challenges such as technology, finance, marketing, strategy, human resources (HR), and operations.

Common Impact’s “Field Building” team works to expand the organization’s suite of programs and services to meet the evolving challenges that communities - and the organizations that support them - face. This department works to identify emerging community and nonprofit sector needs and to design new models of volunteer service delivery to meet those needs. In 2020, the Field Building team is developing and expanding core programs, which include: a pro bono approach to disaster response and resiliency (including COVID-19), a nonprofit leadership development intensive, city-wide days of skilled service, and an online hub for skills-based volunteering called Capacity Commons, which was launched in 2019 to support nonprofits of all shapes and sizes in accessing and using pro bono to build capacity. The AmeriCorps Field Building Ambassador will support the organization’s portfolio of Field Building programs, with a specific focus on the continued growth and improvement of Capacity Commons.

Expectations and Goals for the specific project on which AmeriCorps Member is serving:

The AmeriCorps Ambassador will focus on growing usership of “Capacity Commons,” Common Impact’s online platform to help nonprofits access skilled volunteerism to build their capacity by
tackling projects like financial planning, disaster resiliency, and diversity, equity & inclusion (DEI) strategy with support from external experts.

As a result of this project, more nonprofit organizations will be able to use skills-based volunteers to achieve their capacity building goals, as measured by feedback and survey results, and by the number of unique users actively engaging with the site.

The Ambassador will 1) develop processes for measuring and evaluating nonprofit usership and volunteer engagement on the platform, 2) analyze user feedback to create recommendations to improve the site 3) be an ambassador for the platform through marketing efforts, partnerships and trainings that maximize its impact for the social sector.

The Ambassador will share learnings from this project with the Common Impact team and support in integrating those learnings across other new strategic initiatives that are being similarly developed, distributed, and evaluated such as our disaster response and resiliency programming and our nonprofit leadership intensive.

Member Position Summary:

The AmeriCorps Field Building Ambassador will be primarily focused on supporting with the distribution, evaluation, and evolution of Common Impact’s online one-stop shop for skills-based volunteerism, Capacity Commons. The AmeriCorps Ambassador will oversee efforts to aggregate user results and feedback, recommend and execute platform updates in coordination with Common Impact’s web development contractors, and market and distribute the platform within the social sector. The Ambassador will be responsible for tracking progress across key systems (Salesforce, SurveyGizmo, Google Analytics) and for communicating results across Common Impact’s internal team via regular initiative updates, briefs and reports, and Common Impact’s external audiences via case studies and program updates for Common Impact’s website and newsletters. The AmeriCorps Ambassador will also have the opportunity to inform and support other core strategic initiatives by sharing key learnings in the areas of evaluation and measurement and marketing and distribution across Common Impact’s team.

The AmeriCorps Field Building Ambassador’s work will support Common Impact’s organizational goal of expanding access to the game-changing resource of skills-based volunteerism, particularly among organizations that are most in need of capacity-building support. Through this role, the AmeriCorps Field Building Ambassador will have the opportunity to understand and analyze new, innovative models for investment in social sector organizations through the lens of volunteers and cross-sector partnerships. As an organization of multiple AmeriCorps alumni, Common Impact seeks a mission-minded professional with a dedication to service to support our organization’s new initiatives function – the core innovation arm of our organization.

Detailed Tasks:

- Manage evaluation processes, including user experience surveys, interviews, focus groups and Google Analytics data to measure user feedback from Capacity Commons
• Document and recommend key internal learnings and refinements based on evaluation data
• Execute site content updates on WordPress, as well as minor technical updates in partnership with Common Impact’s design and development contractors
• Form partnerships with key nonprofit capacity-building partners to distribute Capacity Commons as a go-to strategic resource in the nonprofit sector
• Deliver trainings for social sector organizations on skills-based volunteering and how to effectively utilize the platform to initiate pro bono projects
• Lead the documentation of Capacity Commons outcomes and progress in Common Impact’s Salesforce database
• Develop case studies that communicate key outcomes to an external audience, as well as other forms of digital or written content that supports marketing, communication, and awareness of to external parties
• Participate in departmental and all staff meetings and contribute to discussion about core community and nonprofit needs that could benefit from skilled volunteer support
• Prepare briefs and updates of trends in the volunteering and social sector
• Identify KPIs across key field-building programs, with a focus on the Capacity Commons platform, but also across other initiatives such as disaster resiliency, nonprofit leadership intensive, and city-wide models of service
• Support the institutionalization and growth of Common Impact’s new and strategic initiative programs by executing, evaluating, and broadcasting key initiatives

Required Skills for AmeriCorps Members (set for all program members):

• Strong commitment to national service and the mission of the host site
• Desire to work in the non-profit sector
• Desire to serve with diverse communities
• Excellent organizational and communication skills
• Ability to conduct community outreach and make presentations to community groups
• Willingness to take initiative to achieve goals
• Strong project management/multi-tasking abilities
• A clear plan for living on the AmeriCorps stipend in New York City
• Availability to lead and/or attend events during evening and weekend hours (frequency varies by position)
• Minimum high school diploma or equivalency
• Ability to pass a criminal background check
• US Citizen or lawful permanent resident (AmeriCorps regulations)

Preferred Academic or Experience Qualifications, Knowledge, Skills, and Abilities:

• Interest in corporate social responsibility, cross-sector partnerships, and nonprofit capacity-building
• Interest in user experience (UX), virtual volunteering and virtual platforms
● Time management and scheduling
● Experience developing case studies
● Skills in preparing meeting briefs or notes
● Experiencing developing new programs or initiatives
● Ability to analyze quantitative and qualitative data
● Experience distributing surveys and collecting responses and follow-up
● Experience organizing or planning events
● Ability to communicate across different audiences

**How to Apply**

To be considered, submit an application with NYC Service by June 25, 2020. In the application, you will be asked to list your top three NYC Service positions. Select **Common Impact as your first choice**.

*Please note*: The duties and responsibilities in this service position description may be subject to change. In the rare event that there are any changes, fellows will be notified prior to beginning the service year and the position description will be amended. All changes will be reviewed and approved in advance by NYC Service.