



Marketing & Recruitment Coordinator AmeriCorps VISTA

Want to grow your leadership ability and sharpen your skills? Are you driven by passion with a knack for managing projects and telling great stories? Need to decide what direction to take next, but still have college debt or education to pay for?

“In a few months, I feel as much a part of the team as anyone else at YVC. It’s a great environment to work in. Professionally, I’ve been able to get experience in any area I want which will help me when I get into an advertising job in the future.” – Jake, AmeriCorps VISTA Marketing Coordinator at YVC

[Check out this short video to learn about VISTA service at YVC!](#)

This full-time, 12-month AmeriCorps VISTA position could be right for you! Strong skills are needed, but experience isn’t required; training and resources will be provided. VISTA members receive professional development and experience, but opportunities for future employment aren’t guaranteed. Multiple positions are available at YVC, and candidates may apply for more than one position.

VISTA members begin on predetermined orientation dates and will be hired approximately 3 weeks prior to their start date. Upcoming orientation start dates are: **January 22, February 4, and February 19.**

[Youth Volunteer Corps](#) (YVC) is headquartered in Kansas City, with service programs for young people ages 11-18 in the U.S. and Canada. We create volunteer opportunities to address community needs and to inspire youth for a lifetime commitment to service. Since 1987, YVC has engaged over 300,000 youth volunteers in over 5 million hours of service to their communities – ***and we want more!***

YVC seeks an organized and dynamic professional to provide leadership and vision for its newest growth strategy. The Marketing & Recruitment Coordinator will grow brand awareness for regional programs in Kansas and Missouri while developing and implementing volunteer recruitment strategies and report to the Director of Program Impact. This member will work with a cohort of VISTAs focused on this initiative and alongside the entire YVCHQ team to move YVC’s mission forward. The ideal candidate will be inspired to empower others, leverage their strengths for team success, and invest in the success of YVC’s youth volunteers and adult leaders.

Location and Culture: YVC’s national headquarters is located in a beautifully restored historic home in the Quality Hill District of downtown Kansas City. Here you’ll find energy, enthusiasm, and loyalty to the idea that youth service can change the world. This team believes any community with a youth willing to serve is one where YVC belongs, and the Marketing & Recruitment Coordinator will help bring this dream to life in Kansas, Missouri, and beyond.

Primary Duties & Responsibilities:

Build Brand Awareness

- Create, publish, and manage original, high-quality content including social media, websites, and blogs
- Launch and manage promotional campaigns to boost program credibility and exposure
- Coordinate with YVC’s Director of Marketing to design marketing materials and graphics
- Develop videos to recruit youth, reach parents, promote service agencies, and meet other needs
- Analyze metrics, adjust strategy, and report results

Youth Recruitment and Retention

- Lead the team to meet registration goals through outreach approaches, strategic partnerships, and recruitment techniques
- Monitor youth volunteer registration and recommend targeted strategies to boost recruitment
- Implement efforts to promote youth retention and program sustainability such as recognition, community outreach, and parent input
- Travel approximately 15-30 days a year to regional

YVC Mission Advancement and AmeriCorps VISTA Outcomes

- Develop, participate in, and facilitate trainings for YVC programs
- Develop resources for the YVC network
- Support YVC's aim to eradicate poverty through VISTA service

Minimum qualifications:

- Be a U.S. citizen or a U.S. permanent resident
- Pass all background checks
- Valid driver's license
- Bachelor's degree preferred; equivalent experience may be considered
- Comfortable with social media platforms (Facebook, Twitter, Instagram)

YVC needs someone with:

- Creative thinking, leadership, and strategic vision
- The ability to communicate clearly and effectively both verbally and in writing
- An outgoing, independent, and ambitious spirit
- A happy heart with a resiliency to changing situations and ambiguity
- A sense of urgency that drives organization, prioritization, and reliability

AmeriCorps VISTA Member Compensation:

- A living allowance of \$472.22 is provided every two weeks.
- Upon completion of 12-month term, [CNCS](#) provides a \$6,095 Education Award for college loans or future education expenses. Those with no loans or plans for future education may elect to receive a smaller cash stipend of \$1,800, in lieu of the Education Award.

AmeriCorps VISTA Member Benefits:

- \$200 housing reimbursement at the end of each month
- 10 vacation days and 10 sick days
- Professional development opportunities
- Relocation or settling-in allowance (if moving 50+ miles for service)
- Federal student loan forbearance and deferment
- [Healthcare, childcare, and other benefits available](#)

Please send your resume and cover letter to Amanda Moser at amoser@yvc.org. Please highlight specific experience and explain why this position is one you desire.

Deadline: Applications will be accepted and reviewed on a rolling basis until candidates are placed.

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