



AmeriCorps VISTA Assignment Description

Title: Communications and Outreach Coordinator

Sponsoring Organization: Michigan Women's Commission

Project Name: Communications and Outreach

Project Period: 10/28/2024 - 10/27/2025

Focus Area(s): Communication, Public Relations, Community Engagement, Research

VISTA Assignment Objectives and Member Activities

Goals of the Project:

1. Enhance the Michigan Women's Commission's digital presence by creating media such as e-newsletters, writing talking points and annual reports, social media posts, website maintenance, and marketing materials.
2. Support the Michigan Women's Commission's missions and initiatives by providing logistical event coordination support for public meetings, webinars, virtual events, in-person events and meetings, and conferences.

GOAL 1: Enhance the Michigan Women's Commission's digital presence by creating media such as e-newsletters, writing talking points and annual reports, social media posts, website management, and marketing materials.

ACTIVITIES FOR GOAL 1:

1. Learn best practices.
 - a. Learn and understand the State of Michigan social media guidelines and apply them to MWC's digital media.
 - b. Learn and understand MWC's mission and goals.
2. Professional writing.
 - a. Write and edit the annual report to the Governor.
 - b. Develop general talking points for commissioner speaking engagements.
 - c. Write and edit social media post copies.
 - d. Write stakeholder e-newsletters.
3. Design content.
 - a. Use social media tools to create content for MWC's Instagram, LinkedIn, and Facebook account.
 - b. Design presentation decks.
 - c. Design one-pagers for MWC initiatives.
 - d. Design event invitations.
4. Team coordination.
 - a. Work with various social media teams, media teams, press releases, communication teams.



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GOAL 2: Support the Michigan Women's Commissions missions and initiatives by providing logistical event coordination support for public meetings, webinars, virtual events, in-person events and meetings, and conferences.

ACTIVITIES FOR GOAL 2:

1. Schedule management.
 - a. Maintain Executive Director's and Stakeholder Relations Lead's schedule and plan and schedule meetings.
 - b. Create event and social media timelines and manage their implementation.
2. Outreach.
 - a. Client relations: ensuring regular, professional, and accurate communication with clients (welcome calls, welcome letters, invoices, event guidelines, newsletters).
3. Event planning.
 - a. Internal event coordination: ensuring constant, transparent, accurate and positive communication within the event team (sales, production, branding, marketing, accounting and any other parties).
 - b. External event coordination: ensuring constant and accurate communication and coordination with suppliers (venue, printing facilities, etc.) and other external parties involved in event logistics.
 - c. Event logistics: managing and negotiating with suppliers of the events and ensuring the quality of delivered services (site inspections).
 - d. Onsite event management: managing staff and event suppliers on site and ensuring that the logistic quality of the event meets the expectations (smooth registration process, organized welcome desk, suppliers, time management, etc.).
 - e. Event optimization: ensuring all event costs are optimized as per the actual situation at the event.
 - f. Innovative attitude: thinking outside the box and providing the team with ideas on how to improve the event coordination process, events, etc.
 - g. Event auditing: following up on event development as per contracted figures, set goals and event concept, and reporting these details to management.