



Operations Support

Goal of the Project (as provided by AmeriCorp):

Anti-Hunger Corps VISTA program aims to address hunger, poverty, and build the capacity of the agencies that address these issues. Members will assist unemployed and under-employed people obtain job training, job placement, and financial literacy services; improve access to food from government and nonprofit sources for targeted populations in particular and food insecure people in general; enable residents of food deserts to access healthier foods through farmers markets and community gardens; more low-income children to obtain free school breakfasts and summer meals; effective nonprofit groups fighting hunger and poverty to raise more money and recruit and manage more volunteers, particularly high-impact and skilled volunteers.

Objective of the Assignment (*Early June, 2022 – 01/18/2023*)

The Operations Support VISTA works on various projects to accelerate the mission of the Florida Food Policy Council (FLFPC) to create a holistic, regenerative food system. The Operations Support VISTA assists in revitalizing public communications and the overall brand of FLFPC.

Member Activities:

1. Cultivate stronger relationships with current members and organizations and develop strategies to increase our network.
 - a. Identify gaps and update membership database and communications procedures.
 - b. Assist in developing new resources and communications materials for various platforms.
 - c. Collaborate with Development and Events Committee to support special campaigns and events.
2. Curate communications through website, email, newsletters, and social media.
 - a. Assist Operations and Communications Manager and Communications team with messaging, such as, drafting graphics, writing engaging press-releases, and reviewing submitted articles for publication.
 - b. Search local news sites and social media to compile relevant information on food systems initiatives, news, and events to share with members and the public.
 - c. Utilize programs such as Canva, Mailchimp, and Wild Apricot to develop emails and newsletters.
 - d. Assist in researching, developing, and posting content on social media platforms such as Facebook, Instagram, LinkedIn, and Twitter.
3. Monitor and analyze performance of events, campaigns, and marketing strategies.
 - a. Generate reports identifying engagement.
 - b. Provide strategic direction and recommendations to improve engagement.
 - c. Work with Marketing team to implement new strategies.