

VISTA Assignment Description (VAD)

Title: The Toolbox Program Marketing Coordinator

Sponsoring Organization: Unified Government of Wyandotte County/Kansas City, Kansas

Site Name: The Toolbox: Small Business Resource Center

Focus Area(s)

Primary: Economic Opportunity

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: Our vision is to empower the community to own their economic future. We provide support with planning, registering, funding, operating, and growing your business. We take the intimidating checklist of starting and operating a business and distill it down into the essentials through private one-on-one small business coaching. The Toolbox: Small Business Resource Center serves as a driver for economic growth in Kansas City, KS by providing support for entrepreneurs and business owners in every stage of growth. Through quality programming, personalized one-on-one coaching, and networking opportunities that build valuable business relationships, we provide the tools needed to successfully navigate business journeys.

Objective of the Assignment

Professional Development: Throughout the service year, engage in ongoing tasks and professional development that further the goals of this VAD and the UG VISTA Program or the member's goals for Life After VISTA.

Member Activity: Within the first month, meet with supervisor to establish 30-day goals regarding orientation to project and site.

Member Activity: Participate in online courses, networking events, webinars, and more as identified by supervisor, AmeriCorps, community partners, UG VISTA Program Staff, etc.

Member Activity: Participate in regular VISTA/Supervisor check-ins; monthly VISTA Team Meetings, and relevant team meetings/committees at site.

Member Activity: Submit monthly reports/data and supplemental items such as news stories and photographs, as requested.

Member Activity: Participate in National Service Days of Service, as well as other service opportunities, as identified by UG VISTA Program Staff.

Objective of the Assignment

The AmeriCorps VISTA member will support The Toolbox with marketing and communications strategies.

Member Activity: Review current marketing and communications landscape and understand the associated needs

Member Activity: Research potential strategies to best engage with the various stakeholders of The Toolbox. Craft a marketing and communications plan. Strategies should include areas of general outreach about the organization and its services, and targeted outreach to specific groups.

Member Activity: Execute strategies of plan. Duties could include creating materials, social media posts, and templates, etc.

Member Activity: Research and implement a storytelling campaign to showcase the entrepreneurs who have excelled with assistance from The Toolbox.

Objective of the Assignment

The AmeriCorps VISTA Member will support the Toolbox's data management and grant management and reporting.

Member Activity: Champion The Toolbox's data collection efforts.

Member Activity: Implement any necessary strategies to collect meaningful and accurate data about The Toolbox's services and clientele.

Objective of the Assignment

The AmeriCorps VISTA Member will support the Toolbox by leading the creating and implementation of systems to further the organization's mission.

Member Activity: Create an intake system for new clients of The Toolbox.

Member Activity: Survey the organization and propose areas in which systems could be created to streamline workflows.

Objective of the Assignment

Expand outreach and recruitment of all small businesses with special emphasis on refugee, immigrant and BIPOC communities.

Member Activity: Along with The Toolbox Executive Director - Create sustainable trainings and events that will help start and grow local businesses. Develop event checklists, list of resources to support, timelines for volunteers and recruit volunteers to support the events.

Member Activity: Work to develop a programmatic calendar to promote programs, events, and training.

Member Activity: Identify new funding streams and capacity building for The Toolbox program to grow this project.

Member Activity: Create potential sponsor list, plan to outreach to sponsors.

Member Activity: Identify and solicit new sponsorships, vendors, coaches, members and potential grants, and other support opportunities.

Member Activity: Review other trainings and determine what methods of trainings are most accepted in The Toolbox community. Webinars, podcasts, video, phone calls, in-person, books, etc. Also determine if there are other courses that would be good for The Toolbox to offer and make recommendations for courses or events.