

## **VISTA Assignment Description (VAD)**

### **VISTA Communications Associate**

#### VISTA Assignment Objectives and Member Activities Goal of the Overall VISTA Project:

In 2016, the City of San Diego was designated as a Promise Zone, a federal place-based initiative administered by the U.S. Department of Housing and Urban Development (HUD). The initiative's intent is to alleviate poverty in some of the country's most historically underserved communities. The San Diego Promise Zone (SDPZ) is working towards breaking the cycle of poverty through a collaborative framework that unites organizations to work on six shared goals: increase economic activity, increase access to quality housing affordability, promote access to healthy communities, improve educational opportunities, create jobs, and create a priority of safety. AmeriCorps VISTAs support the initiative by fostering and building partnerships with organizations, researching competitive funding opportunities, and sharing resources to expand the capacity of organizations serving the Promise Zone.

Member Duties: Duties of the Communications Associate VISTA include, but are not limited to, the following:

1. Coordinate with partner agencies and SDPZ staff to provide consistent communications to community groups, partners, residents, and other stakeholders.
2. Develop original content and identify relevant resources for monthly electronic newsletters, writing in a clear format with standard English grammar and punctuation.
3. Work with Grants and Research VISTA to develop processes for incorporating grant resources into the monthly newsletter.
4. Research and create list of community and partner events for the newsletter.
5. Develop/draft media narratives, including emails, social media, or articles, to pitch to leadership and Communications Department.
6. Work with SDPZ staff to support or promote SDPZ news and events through email, web posts, flyers, slide decks, and/or print collateral and the City's media channels.
7. Increase community awareness and support Promise Zone brand development.
8. Learn existing communications tools used to disseminate information about the initiative and research alternatives, if needed.
9. Represent the SDPZ at working group, partner, or community meetings and events as needed.
10. Support the development of SDPZ reports by collecting testimonials, photos, anecdotes, case studies, and marking relevant milestones.

11. Provide support for the Working Groups, including meeting convening, space reservations, creating agendas, and recording meeting notes.

12. Other duties as assigned.

Service Description: The Promise Zone initiative was created to address the challenges in areas with deep and persistent poverty, while recognizing and leveraging the many assets already in place within the community. Today, the neighborhood you grow up in impacts your odds of graduating high school, whether you are likely to face chronic disease, and your lifelong economic opportunities. The initiative's promise is to co-create an ecosystem of opportunity and investment through collaboration that addresses systemic racism and inequities to improve the quality of life of Promise Zone residents. The Promise Zone aims to work collaboratively with community-based organizations, direct service providers, residents, and business owners to streamline resources and deliver comprehensive support to ensure that everyone has equitable access to opportunities. For more information relating to the San Diego Promise Zone, visit [San Diego Promise Zone](#).