

Palouse Habitat for Humanity

Communications and Marketing Internship Position

Job Title: Communications and Marketing Intern

Pay: This position is unpaid, credit opportunities are available

Job Description: Help Palouse Habitat for Humanity increase our visibility in the community. Our goal is to increase the number of applicants for our homeownership program, increase fundraising, promote donations and shopping at the Surplus Sale, and recruit volunteers all so we can double our home building to two affordable homes a year. This intern will work with PHFH staff to review our current communications and marketing efforts, make suggestions to help meet our goals, and help implement our communications and marketing program.

Areas of focus can include:

- Social media – help review and update our social media strategy, then implement changes
- Events - help plan and carry out events, including fundraisers, donor & volunteer appreciation events, community outreach, etc
- E-newsletters - help craft a new e-newsletter strategy using Mail Chimp
- Website- assist content and design as we update our website

After an initial office meeting with PHFH Development and Communications staff to review the student's goals and interests, and Palouse HFH's communications and marketing program, together we will identify specific areas of focus. We will determine the scope of work and define expectations for projects and work to be completed.

Dates: Fall and Spring semesters

Hours and Location: Flexible. Much of this work can be done remotely, but there will be a minimum amount of time in the office/store each week to help take photos for social media posts. If needed, the PHFH office in Moscow has a work-station available for use during office hours. There will be opportunities to help with weekend or evening events in the local area.

Skills and Experience Required:

- have strong written and verbal communications skills;
- conduct themselves in a responsible and professional manner with co-workers, the public and volunteers;
- be comfortable using social media, Microsoft office suite programs, Canva and Publisher;
- have basic experience or be willing to learn website management (WordPress) and e-communications tools such as Mail Chimp;
- be willing to familiarize themselves with the operations and mission of Palouse Habitat for Humanity;
- provide their own dependable transportation.

Preferences: Communications or Marketing major; Junior, Senior or graduate level student with experience or interest in working with non-profit organizations.

Contact Information:

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Introduction to Palouse Habitat for Humanity:

Affordable housing has never been more difficult to find, especially for those with low- and very low- incomes. Palouse Habitat for Humanity tries to fill that need with affordable single-family homes and accessibility improvements for local homeowners.

PHFH is a nonprofit 501 C 3 organization, the local affiliate of Habitat for Humanity International. We are an ecumenical Christian ministry, and we welcome all who want to help provide affordable housing around the Palouse region (Whitman County, Washington and Latah County, Idaho), regardless of their personal faith or point of view.

PHFH builds a new single-family home each year and has completed a total of 21. Home #22 is currently underway in Moscow, Idaho. In 2013, PHFH launched its Home Repair program, and we've served 154 low- and very low-income homeowners, building ramps, repairing steps and porches, etc to give them safe access to and from their home.

PHFH offers a hand up, not a handout. Participants in our programs are selected based on need, ability to make an affordable monthly payment to buy the home, and willingness to participate in the project. For example, during a Home Build, the future homeowner puts in 300-400 hours of their own "sweat equity" helping build their home alongside the 200 community volunteers who help build each Habitat home. On completion, they purchase the home from PHFH for a zero-interest mortgage based on their monthly income. Volunteer labor and donated supplies help keep the cost of the homes affordable.

All operating funds come from fundraising, including our annual fundraiser dinner and auction, our quarterly newsletters, several online events, and the Surplus Sale thrift store, which sells donated home improvement and décor materials, also provides a source of home building funds. PHFH is overseen by a volunteer board and a mostly part-time staff of nine. We typically welcome 350 community volunteers a year, who volunteer thousands of hours to help build our homes, install ramps and keep our store running. Those volunteers are from across the community, from business leaders to university students.

We'd like to create more local public awareness of our programs, to 1) make sure we're reaching the broadest possible audience of potential home build and home repair applicants, 2) increase the quality of donations to the Surplus Sale, 3) grown the number of shoppers at the Sale, 4) grow financial support so we can build more homes, and 5) recruit new volunteers. An important part of achieving those goals will be reviewing and updating our communications and marketing program.