



Palouse Habitat for Humanity Marketing Coordinator Job Description

Palouse Habitat for Humanity Mission: Serve our neighbors in need by working to eliminate poverty housing on the Palouse and worldwide.

Palouse Habitat Surplus Sale Mission: Generate revenue to support Palouse Habitat for Humanity's home build and repair programs, offer the community an affordable option for home improvement materials, and promote reduce-reuse-recycle culture in our community.

Position Summary: In collaboration with the Development and Communications Specialist, this position plans, implements and monitors the Palouse Habitat for Humanity marketing strategy to achieve our goals to 1) increase the number of applicants for our programs, 2) increase sales, promote donations, and awareness of the store in the community 3) raise funds needed to increase home building to 2 homes per year; 4) increase the number of community volunteers engaged in our program.

This position reports to the office Development and Communications Specialist, and works in conjunction with the Surplus Sale Manager, store staff, volunteers, and interns to promote the store.

Duties and Responsibilities:

The Marketing Coordinator duties and responsibilities include, but are not limited to:

- 1) Promote the mission of PHfH and the Surplus Sale.
- 2) Oversee Surplus Sale marketing and promotions in traditional and online media following the Habitat for Humanity style guide and brand guidelines.
- 3) Implement a comprehensive annual marketing plan for the Surplus Sale to raise the store's visibility in the community, build its donor and customer base, and increase customer traffic.
- 4) Manage PHfH and Palouse Habitat Surplus Sale social media (Facebook, Instagram, Twitter) pages to achieve an active online presence with regular posts, videos, stories, and other content development. Increase Facebook presence by utilizing enhanced features such as videos, slideshows, or other content options in Meta Business Suite and Creator Studio.
- 5) Manage the Palouse Habitat Surplus Sale Featured Items Facebook Group by regularly posting items, communicating with interested buyers, and moderating comments.
- 6) Contribute regular content updates to the Palouse Habitat for Humanity website, including posts, events, and page edits as necessary.
- 7) Ensure PHfH hours, holidays, and sales are communicated clearly on social media, the PHfH website, and other directories (Google Maps, Apple Maps, Yelp, etc.)

- 8) With Development and Communications Specialist, monitor and analyze metrics to improve advertising performance. Modify ads accordingly.
- 9) Help launch and then manage Palouse Habitat's presence on online retail platforms such as Etsy and eBay.
- 10) As needed on occasion, act as a Surplus Sale staff member (cashier, donation receiving, customer assistance) during store hours.
- 11) Assist other volunteers/employees in the office and Surplus Sale with tech issues – printing, iPad (Lightspeed/Shopkeep) cash register, misc. computer things
- 12) Other duties as assigned.

Required Skills and Characteristics:

- 1) High standards of personal and professional integrity and accountability.
- 2) Works well within a group or individually. A good sense of humor.
- 3) Knowledge of marketing and social media.
- 4) Strong interpersonal and communication skills.
- 5) Creativity and willingness to try new ideas.
- 6) Comfortable with computers and internet, including Microsoft Office suite, and common social media platforms.
- 7) Basic graphic design skills. Palouse Habitat utilizes Publisher and Canva to create social media graphics, posters, and other marketing content.
- 8) Basic experience in or willingness to learn website management (WordPress).
- 9) Ability to work at a desk environment, using a computer, and to sit for extended periods. Able to lift up to 50 pounds occasionally as needed for assistance in the store or with event materials.
- 10) High School Diploma or equivalent.

Preferred Skills:

- 1) Familiarity with construction and home renovation materials.
- 2) Familiarity with nonprofits.
- 3) Familiarity with or willingness to learn Little Green Light, our CRM database.
- 4) Experience in retail or online marketing and social media.
- 5) Experience in social media marketing.
- 6) Post-high school training and experience in marketing.

Position:

- 1) \$16.50/hour
- 2) Hours: Flexible. This is a part-time position 20 hours per week. A workstation is provided at the Habitat office, but work can be completed remotely as agreed with supervisor.

- 3) Benefits: flexible schedule, office and store closed federal holidays, a week at Thanksgiving and two weeks at Christmas (unpaid)
- 4) Reports to: PHFH Development & Communications Specialist, in collaboration with the Surplus Sale Manager
- 5) Open until filled

Palouse Habitat for Humanity is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, marital status, national origin, or disability.

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