



Palouse Habitat for Humanity Marketing Coordinator Job Description

Vision: A world where everyone has a decent place to live.

Mission: Putting God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Position Summary: This position helps draft, implement and monitor the Palouse Habitat for Humanity (PHFH) marketing plan to expand awareness and support of Habitat's programs and help increase the number of individuals served around the Palouse with safe, affordable housing.

This position reports to the Development Director and works in conjunction with the ReStore Manager, key staff, and volunteers.

Duties and Responsibilities:

The Marketing Coordinator will work with the Development Director, ReStore Manager, and other key staff, to help design and implement a marketing plan to:

- A) champion PHFH's mission by amplifying awareness for PHFH's programs and community impact;
- B) support development and fundraising initiatives;
- C) drive growth in donor, customer, volunteer, and home program applicant engagement;
- D) increase the amount and quality of ReStore donations and promote growth in ReStore sales;
- E) explore new mechanisms or platforms to expand online presence.

The Marketing Coordinator's responsibilities include, but are not limited to:

- A) review and update PHFH website as needed to implement the marketing plan. Contribute regular content updates to the website, including posts, events, and page updates/edits.
- B) maintain an active online presence with regular posts, videos, stories and other content to achieve an active online presence on PHFH social media (Meta, Facebook, Facebook Marketplace, Instagram, LinkedIn);
- C) ensure that marketing and promotions content across all platforms adhere to the Habitat for Humanity International Style and Branding Guidelines.
- D) draft scripted and graphic content for marketing and outreach materials to support PHFH programs and initiatives, including fundraisers, events, ReStore activities, homeowner selection, volunteer engagement, etc., using but not limited to radio ads, monthly e-newsletters, fliers, and print newsletters.
- E) ensure PHFH activities, including hours of operation, location, holidays, fundraisers, events and ReStore sales are communicated clearly and in a timely manner on social media, the website, and in online directories (Google Maps, Apple Maps, Yelp, etc.)
- F) monitor and analyze online marketing metrics to provide data to improve advertising performance. Review with the Development Director and ReStore Manager to guide and update marketing strategies. Prepare reports on digital presence and impact.

- G) when working in the office, provide excellent customer service by greeting the public on the phone and in person and provide appropriate assistance.
- H) provide logistical support for in-person and online events and fundraisers.
- I) meet regularly with the Development Director, ReStore Manager, and other lead staff.

Commented [JW1]: Note - i removed reference to DD - this position may need to provide support for all events

Required Skills and Characteristics:

- 1) High standards of personal and professional integrity and accountability.
- 2) Works well within a group or individually.
- 3) Knowledge of marketing strategies and platforms. Comfortable marketing through print, radio, fliers, 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 (Meta, Facebook, Instagram, LinkedIn, etc.), website management (WordPress).
- 7) Strong graphic design skills. PHFH uses Canva to create social media graphics, posters, and other marketing content.
- 8) 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.
- 9) High School Diploma or equivalent.

Preferred Skills:

- 1) Familiar with construction, home renovation, and DIY materials.
- 2) Familiar with nonprofits.
- 3) Experience in retail marketing and social media marketing.
- 4) Post-high school training and experience in marketing.

Position:

- 1) \$18.00 - \$22.00/hour DOE.
- 2) Hours: This is a non-exempt part-time position, 20-25 hours per week. A workstation is provided at the Habitat office, but some remote work is an option as agreed with supervisor. General office hours are 10 AM-5 PM T-F, with some after-hours required for events.
- 3) Reports to: PHFH Development Director, in collaboration with the ReStore Manager
- 4) Position open until filled. Submit a resume and cover letter to dbren @ palouse habitat dot org or by mail to PO Box 3054 Moscow, Idaho 83843

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.