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| **Host site (local Habitat organization)** | Snohomish County |
| **Program** | AmeriCorps VISTA |
| **Member role** | Resource Development– Marketing & Communications |
| **Host site manager** | Karisa Lee |
| **Direct supervisor** | Sherry Dawley |
| **Service week (days/times)** | Monday – Friday, 8:30 AM – 5:00 PM with occasional evenings/Saturdays |
| **Will member engage in any of the following?** | ☐ Disaster response  ☐ Neighborhood revitalization  ☐ Veterans or military families  ☒ None |
| **Will member be actively building on the construction site at least one day per week?** | ☐ Yes  ☒ No |

**Goals**

This Resource Development VISTA, internally referred to as a Marketing & Communications Specialist, under the guidance of the Resource Development Team will be responsible for designing, developing and implementing an affiliate wide Public Relations and Communication program to support all affiliate initiatives and the strategic plan. More specifically, this VISTA member will develop a social media marketing plan, a website enhancement and maintenance plan, a regular Habitat newsletter, e-mail campaigns, press releases and an enhanced shareable digital photograph/video system.

This focus of this position will be improving and creating systems that will increase followership and interactions that our organization has with the general public and key contingency groups. Through the support of this VISTA member, we are seeking help to strengthen our organization’s brand awareness and increase monetary, volunteer and in-kind support. This position would significantly increase the impact of our affiliate’s current marketing and public relations activities, while also furthering our mission through better interaction with the public on every available channel, internal and external.

**Outputs**

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| $60,000 | Total cash and in-kind resources (breakdown listed below) will be raised utilizing systems and opportunities identified by the VISTA member. This includes resources raised for home building efforts and ReStores. |
| $40,000 | Cash resources (in direct donations from marketing campaigns) |
| $20,000 | In-kind resources (through assisted outreach for GIK, either through stores or construction) |
| 10 | Individuals who collaborate with VISTA member on projects related to this position (stakeholders, volunteers, community members, staff, etc.) |
| 4 | Systems, processes and/or tools created or enhanced by VISTA member that will increase capacity at the local Habitat organization.   * Communication Strategy and Plan, including a Social Media Marketing Plan * Content Management System, specifically for feature stories, photos and videos * Software Tools, primarily email marketing (Constant Contact) and CRM (Little Green Light) * Communication Channels, website, social media, email, and media contacts |
|  | Additional projects that do not fall into one of the categories above created or enhanced by the VISTA member that will increase capacity at the local Habitat organization. |

**Objective one – Exploration**

Explore the programs, policies, procedures, leadership and resources that are currently in place, identifying best practices from other programs. Identify what additional needs the project requires. Document research and communicate findings to the project sponsor to gain further direction to move forward with developing a public relations and communication strategy.

**Member activities**

* **Communication Strategy:** Identify current communication channels, strategies and plans. Identify key constituencies and target audiences, both within and outside the organization. Research best practices, systems, resources and examples of similar marketing projects at other organizations (including other affiliates and HFHI).
* **Content Management System**: Identify all content needed and required for each respective channel, including the website, email marketing, social media and press releases. Identify current content assets and missing content to be developed.
* **Software Tools:** Become familiar with Little Green Light and Constant Contact, and identify ways to improve usage, data entry and tracking of contacts, individual communications and campaigns.
* **Primary Communication Channels:** Become familiar with our website, social media pages and email newsletter format. Identify issues, missing information, out-of-date information, and other fixes or updates needed. Identify pages or content that would be ideal for video production. Identify major news media and local news channels, such as newspapers and radio stations, and key contacts to disseminate press releases.
* Research opportunities to create rapport with new community partners and enhance current community partnerships for HFH. Conduct research in specifically assigned project areas and develop a distribution plan for information.
* Research methods to increase participation with community partners, business owners, and individuals to increase donations and awareness of our affiliate through marketing projects.

**Objective two – Development**

Based on the information gathered, the VISTA member will establish a marketing communication strategy to address the needs of the host site. This strategy may include content management and curation, plans to integrate marketing communication and standardize messages across all communication tools, website, utilizing or creating new tools to track the performance of our channels and messages, and detailed ideas on how to improve each communication vehicle, all guided by the research completed in the exploration phase.

**Member activities**

* **Communication Strategy:** Develop a comprehensive communication strategy and plan, incorporating our branding guidelines, while building upon and enhancing the current communication and marketing campaigns in place as well as a strategy plan that focuses on communication with key constituent groups. Support store managers in their efforts to create a comprehensive communication strategy that will support communication and sales for the Habitat Stores.
* **Content Management System:** Develop a content management system and maintenance plan that feeds into these channels: social media, website, newsletters, blog posts, email marketing and press releases. Develop a process for gathering, labeling, organizing and posting content. Identify target audiences and segments for email newsletters while attending to the Habitat for Humanity Brand guide.
* **Software Tools:** Develop a process for recording marketing communication activities in Little Green Light. Develop a process for creating, organizing and executing campaigns in Constant Contact. Clean up data in Constant Contact and segment contacts by appropriate lists, tags and other key audience groupings.
* **Primary Communication Channels:** Assist with the production of and curate photographs, power points and other graphic design assets, either through production or through volunteer designers, for the website. Script video content and prepare for video shoots or edits of existing video content. Establish a voice and layout for newsletters for each target audience. Reach out to media contacts to create new relationships, maintain current relationships or revive old ones.
* Assist in developing a communication strategy for our annual “Raise the Roof” event (this year to be held virtually) to garner maximum audience attendance which will rely heavily on broadcast email, web site, social media and news media.
* Develop systems to accurately track and record project related data, focused on ensuring sustainability.
* Develop evaluation tools that will assist with the project and assess impact.

**Objective three – Implementation and review**

Implement the new and/or improved system or program. This may include setting up systems, documenting new policies and procedures, training others (including leadership) to use it, putting a schedule in place, securing resources or implementing an event plan. Assist the site in testing and evaluating the various parts of the program developed; make revisions to the program as needed to ensure success.

**Member activities**

* **Communication Strategy:** Execute communication plan within all channels, ensuring all posts, letters, emails, press releases and other materials created follow the appointed plan and our branding guidelines.
* **Content Management System:** Organize content in shared folders and begin feeding CMS with content regularly. Create new content (photographs, videos, graphic design), either by personal production or through skilled volunteers, as needed.
* **Software Tools:** Implement new labels, tags, lists, or audience segments in our software suites. Organize data as needed and execute systems and plans to coordinate marketing communication and track contacts through Little Green Light and Constant Contact.
* **Primary Communication Channels:** Update website strategically, integrating it and making it consistent with all other channels. Match page organization and hierarchy to our organization structure. Write high-quality copy to replace some page copy. Shoot and/or edit video content. Compose and execute email newsletter campaigns. Create and distribute press releases.
* Implement the updated marketing systems, plans and strategies for the identified project areas that will increase the number of families served at the site. Pilot projects using developed tools, processes, etc.
* Implement opportunities to secure or create resources and enhance community partnerships that will support programs, develop leadership and leverage resources.
* Implement systems to accurately track and record project related data, focused on ensuring sustainability. Implement the use of evaluation tools to assist in projecting and assessing project impact.

*VISTA members cannot regularly build on the construction site. The VISTA member may have the opportunity to engage in active building no more than one time per month to serve alongside donors as well as help inform donor engagement and the overall resource development strategy.*

**Objective four – Sustainability**

Ensure that the systems and/or programs developed are sustainable, continuing at the host site after the completion of the VISTA term by developing manuals and training staff and volunteers on the new program.

**Member activities**

* **Communication Strategy:** Create a calendar for revisiting key pieces of the communication strategy and plan and to gain input and approval from key volunteers, Resource Development staff, the Executive Director and the Board of Directors. Develop a system for revising changes to the strategy and plan quickly if needed.
* **Content Management System:** Develop a system to automate some content gathering and organization if possible. Develop policies and procedures for organizing, sorting, labeling and storing new content as it is made from any creator – volunteers, staff, future AmeriCorps members, or fans and followers.
* **Software Tools:** Create a reporting system or tool within our CRM to track and give insights into the effectiveness of our press releases. Develop systems and policies for tracking, recording and labeling communication with contacts and donors in Little Green Light.
* **Primary Communication Channels:** Archive content on website that is no longer relevant.Establish a regular publication schedule for newsletters by target audiences. Create a systematic method for weeding out old media contacts, adding new media contacts to various systems, and reaching out to build relationships with new media contacts.
* Recruit and train volunteers/staff on use of new systems, procedures, etc. and ensure there is a transition plan for ongoing maintenance of systems and support of the program. Ensure that appropriate training and introductions to all stakeholders is accomplished

**Required meetings, trainings and events**

*Minimum expectations are outlined below with the understanding that further trainings may be required, as determined by the host site, Habitat for Humanity International or the Corporation for National and Community Service.*

* Pre-service orientation provided by the Corporation for National and Community Service.
* Onsite orientation to local host.
* Habitat Learns – “Foundation of Habitat” online series, “Introduction to Ethics and Inclusion” and “Speak up!”
* Lockton safety online courses.
* Annual sponsored blitz build - Habitat AmeriCorps Build-a-Thon.
* National days of service:
  + Dr. Martin Luther King, Jr. Day (required).
  + September 11th National Day of Service and Remembrance and AmeriCorps Week (encouraged).
* Host site monitoring reviews and periodic check-in calls.
* Monthly meeting with host site manager.
* Bi-weekly meeting with direct supervisor.
* Life After AmeriCorps training.
* Staff and board meetings and home dedications, as appropriate.
* Annual staff or AmeriCorps team build day.
* Attend Monthly resource development committee meetings.
* Individual and/or group professional development trainings may be made available based on budget, member interest and recommendation of the host site manager or direct supervisor.
* Host site events (i.e. annual breakfast, donor appreciation event, annual Christmas party, etc.). Participation in these events will be in line with AmeriCorps program regulations.

**Experience, knowledge and skills**

**Required**

* Ability to take initiative with a desire and ability to manage large projects with some guidance.
* Experience with Microsoft Office Suite, especially Word and Excel.
* Strong written and verbal communication skills. Ability to write for multiple forms of media and audiences.

**Preferred**

* Knowledge of, and willingness to promote, the mission and activities of Habitat for Humanity International and AmeriCorps.
* Experience or education in English, Communications, Journalism, Public Relations, Marketing, Business, Non-Profit Management, Organizational Development, Fundraising or similar field.
* Strong research skills.
* Detail-oriented and highly organized.
* Project management experience and/or interest.
* Sales and/or fundraising experience and/or interest.
* Leadership experience.
* Experience working as a member of a larger team.
* Ability to work with a diverse group of people.

**Physical requirements**

* Ability to sit at a desk and computer for extended periods of time.
* About (10) percent of this position requires outreach in the community, including visiting buildings and homes that may have stairs, as well as occasionally serving on project sites that may have uneven terrain.

Will a **personal vehicle** be required? ☐ Yes ☒ No

Although not required, a personal vehicle is very helpful. Approved service-related mileage, beyond commuting to and from service, will be reimbursed per the affiliate’s policy.

**Service site environment**

Member will primarily serve in an open-space office and will share the area with other staff or fellow members. Each member will have a desk, computer (with email and Internet access) and a phone for service-related tasks. Shared resources include a printer, copy machine, fax machine as well as office supplies. *Please note AmeriCorps members are prohibited from serving in a home office.*

HABITAT FOR HUMANITY INTERNATIONAL

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