



## **POSITION DESCRIPTION: MARKETING DEVELOPMENT AMERICORPS VISTA**

**SERVICE DATES:** August 20, 2012 - August 2013

**SCHEDULE:** Monday-Friday, 8:30am-5:00pm

**DEPARTMENT:** Marketing

**SUPERVISOR:** Director of Marketing and Communications

*Join Habitat for Humanity of the Chesapeake in our fight to end poverty housing in the Baltimore-Annapolis region! Help revitalize communities by developing systems to support the Marketing department in their efforts to better communicate with constituents, raise awareness and ultimately serve more families.*

### **POSITION PURPOSE & SUMMARY:**

The main goal for a Marketing VISTA is to create sustainable systems for marketing and public relations in the department. Due to the recent establishment of the Marketing Department, many efforts in the department are new to HFHC and in great need of systems and processes. The Marketing VISTA will focus on developing best practices for both marketing and PR, with ample time for system creation, testing, implementation and passing on to staff once proven successful. The VISTA will work closely with staff to evaluate existing communication systems. The member will develop tools including spreadsheets for events, media contact lists, templates for all routine marketing materials, and jump start a Speaker's Bureau. This focused effort will significantly increase the effectiveness of the small marketing staff while expanding the awareness of HFHC in the Baltimore-Annapolis region, ultimately serving more families.

### **RESPONSIBILITIES INCLUDE:**

- Jump-start the Speaker's Bureau program, securing a roster of participants through community relationships, staff, volunteers, donors and family partners; program set-up to include organizing and implementing a schedule of speakers and a list of organizations (with contact information) who accept speakers to address their group. (Examples include Rotary Clubs and similar civic organizations, community associations, etc.)
- Create and organize calendars and spreadsheets for events, media contacts, ads, editorials and other time sensitive deliverables for public relations, based on location and relevance. Introduce new tactics to staff, implement, train and assess the performance.
- Design a system and template for distributing post-event announcements, including recommendations for content and related media contacts, based on topic and beat. Train current staff on most effective use of these sustainable materials, evaluate results and adjust as necessary.
- Conduct research on external calendars to determine when to submit contributed articles that coincide with the scheduled editorial content.
- Create a consistent and diverse social media schedule, supported by research in best practices and strategies, ensuring that each department is adequately represented and promoted through this fast-growing and ever-changing medium.
- Create a process for storing and archiving photos, press clippings and any materials deemed appropriate to guarantee their preservation for future publication, research and review.
- Evaluate and renovate the current processes of signing out and storing banners, signage, cameras, laptops and marketing materials. Implement and train staff organization-wide on the use of these items.

- Design newsletter templates for commonly sent e-blasts through the department's Constant Contact program; Power Point templates for community and group presentations for use by the entire organization to ensure seamless branding; "thank you" recognition templates for constituents; and templates for post-event announcements for quick and effective communication and follow-up.
- Lead the effort in a communications audit: surveying all departments and collecting feedback about the current marketing request process as well as suggestions and feedback about currently available materials; assess the need for revamping HFHC's external communication materials (brochures, flyers, information cards, signage, website, social media) according to departmental demands as it pertains to consistency of our affiliate's branding; research successful advertising strategies and revise current methods to increase visibility and awareness, ultimately increasing support.
- Help the marketing department create an internal implementation system to increase production and work flow of requested materials and communication strategies.

**POSITION REQUIREMENTS:**

- High school diploma/GED
- Ability to commit to the full service term
- Must successfully pass a criminal history background check including a sex offender registry check through Habitat for Humanity International or Habitat for Humanity of the Chesapeake
- Regular and reliable attendance
- Strong desire to serve others
- Strong organizational and time management skills
- An interest in marketing and public relations is a must
- Knowledge of Microsoft programs and Google Mail for use in developing calendars and templates
- A general understanding of social media programs
- Comfortable using the phone
- Comfortable working with a wide variety of personalities

**PREFERRED QUALIFICATIONS:**

- Special consideration will be given to applicants with related work or volunteer experience

**PHYSICAL REQUIREMENTS:**

- The majority of the responsibilities will be accomplished in an office setting, requiring working at a computer and sitting at a desk for extended periods of time.
- At times there will be travel to and attendance at events.
- Presence at some events may require standing for long periods of time in a variety of weather conditions.

**COMPENSATION:**

- AmeriCorps Living Allowance – approximately \$12,000
- Basic Medical and Dental Insurance (covers members only, not dependants)
- Childcare assistance for eligible members
- Loan forbearance for qualified student loans including payment of any interest that accrues during term of service
- Education Award of approximately \$5,550 OR \$1500 cash stipend upon successful completion of the service term. This can be applied to either past student loans or future educational expenses.

- Housing Allowance - upto \$350 per month for first year members & upto \$500 per month for second year members
- \$100 relocation reimbursement.
- Professional development, trainings and networking opportunities

**HFH CHESAPEAKE:**

Habitat for Humanity of the Chesapeake is a thriving urban affiliate fulfilling a dual goal: in addition to creating affordable homeownership opportunities for partner families, we revitalize communities in which we work by eliminating blight and bringing in new, committed residents. Our office is located between Baltimore City and Anne Arundel County. There are several neighborhoods nearby with affordable apartments to rent, especially if you're willing to share with a roommate. Cost of living is moderate, but lower than other cities in the Mid-Atlantic region. Personal transportation is recommended (cars or bikes) but public transportation is available in the city.

**To Apply:**

Submit the following items via email:

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To: [americorps@habitatchesapeake.org](mailto:americorps@habitatchesapeake.org)

Subject: *Marketing Development VISTA*

- **Motivational Statement** expressing your interest in participating in the AmeriCorps program. Minimum 250 words. No maximum. **\*\*Applications will be evaluated on their motivational statements.**
- **Resume** that includes educational background, work experience, volunteer experience, leadership experience and extracurricular activities or interests.
- **Contact information for (3) references.** References should not be relatives, peers or co-workers. Consider supervisors, teachers, clergy, coaches, counselors or others familiar with your personal background and motivation.