

## Communications, Marketing, and Outreach Coordinator

West Tuality Habitat for Humanity

Forest Grove, OR

Are you obsessed with all things social? Do you love to listen and engage with people online every day? Are you a wizard in maximizing the strategic role that social media plays in marketing today?

As the communications, marketing and outreach coordinator, you will be responsible for collecting information about our organization -- our stories and accomplishments, our needs, our offerings -- and communicating these to the outside world. Your tools will include print and e-media across all platforms. You will be the person with primary responsibility for knowing and understanding our branding guidelines and ensuring that all of our communications are timely, accurate, compelling, well-managed, effective and brand-compliant.

West Tuality Habitat for Humanity is an affiliate of Habitat for Humanity International. We build and repair homes for low-income, elderly, disabled and veterans in western Washington County Oregon. Our service area includes North Plains, Cornelius, Forest Grove, Banks, and Gaston. Our offices are located in a second-story walkup above the Forest Grove ReStore in Forest Grove Oregon.

ReStore is a thrift store featuring gently used furniture, appliances, household goods and building materials. Proceeds from ReStore support the mission and activities of West Tuality Habitat for Humanity.

<https://www.westtualityhabitat.org/>

<https://www.fgrestore.org/>

### **Duties and Responsibilities:**

Support West Tuality Habitat (“the affiliate”) and the Forest Grove ReStore as needed in all areas of marketing, communications, and social media:

- Oversee the development and distribution of our newsletter(s);
- Work closely with staff and volunteers as needed to identify needs and develop content;
- Produce content for all social media mediums and diligently track performance. Includes ReStore FaceBook page, ReStore Pinterest Account, Affiliate FaceBook Page, Affiliate Instagram, Affiliate Twitter, Affiliate YouTube Channel,
- Website maintenance: two sites using SquareSpace and GoDaddy,:
  - Keep Upcoming Events page updated;
  - Post press releases to appropriate page;
  - Monitor submissions for our email lists and regularly add contacts to Constant Contact
  - Manage online shopping cart(s) using SquareSpace Commerce: photograph and add new items, delete sold items,

- o Design and add pages as needed
  - o Keep all information current.
- Update Craigslist and other media as needed for ReStore offerings;
- Write press releases and pitch them to local news outlets to help the organization receive earned media.
- Write other content for various print and online communications mediums needed for the organization. This may include brochures, blogs, annual report content and more.
- Photography and basic editing; take photos at job sites, in the ReStore, and special events;
- Graphic design using Canva or similar;
- Monitor, facilitate and initiate meaningful conversations within the community, address important mentions and comments in real-time, and respond to incoming messages.
- Discover trending topics, community needs, and interests of target audience across all platforms.
- Work with staff and committee members to create goals and metrics for social media initiatives that align with the organization's strategic focus. Measure the success of every social media campaign.
- Develop, maintain and execute paid social campaigns across all platforms. Monitor campaigns to improve performance, maximize results, and achieve goals.
- Ensure all media content is accurate, informative, appealing and optimized for effectiveness.
- Collaborate with teammates on content creation and curation,
- Write certain content, help develop presentations and other PR copy
- Support campaign development
- Support brand development
- Make recommendations re marketing budget and use of funds.

Phenomenal personal and written communication skills with an eye for brand are essential.

This is not a remote job. Time in the office is essential. However, a flexible work schedule is offered.

#### Key Cultural Competencies

- Have a demonstrated ability to communicate across multi-cultural groups and sub-groups, respecting and honoring differences;
- Seeks opportunities to develop and foster greater connections among the widely-varied groups of donors, business and community members, and persons we serve,
- Adhere to all Habitat International policies including non-proselytization.
- Fluency in English and Spanish spoken and written communications is a plus.

#### **Requirements and Qualifications:**

Excellent copywriting and editing skills

- Excellent knowledge of Instagram, Facebook, Twitter, LinkedIn, YouTube and other social media channels
- A solid understanding of social media best practices and KPIs
- Excellent written and communication skills with an acute ability to spot a good story

- Experience with tools such as Hootsuite, Canva, Basecamp, and familiarity with web design and publishing
- Excellent multitasking and strong time-management skills
- Experience with reporting, tracking, and developing campaign insights
- Team player with strong interpersonal skills

Strong strategic, analytical, organizational and persuasive/sales skills

- High attention to detail with a good eye for design and ability to follow branding guidelines
- Ability to manage multiple, competing deadlines
- Dynamic, positive, highly motivated, responsible and self-directed
- Willingness to accept and implement critical feedback
- Comfortable in social settings and engaging the public around key messages and targets
- Formal training in public relations, website, news, social media writing and content creation.
- Experience working with and interpreting website and social media analytics tools.

A Bachelor's Degree in a relevant field or equivalent years of experience is preferred, but not required.

- Must be able to work weekdays during office hours. Evening and weekend hours are occasionally required.
- Must possess a valid driver's license

### Salary and Compensation:

This is a part-time position: approx. 16 hours per week. More hours may be required at times. Hourly compensation will be \$15 – 25 per hour, DOE.

In accordance with Oregon law, paid sick time is provided, subject to company policies and completion of initial probation period.

### Application Instructions:

- Supply the following documents in a single PDF not to exceed 5MB in the order listed below:

- o Cover letter
- o Resume
- o Writing Sample or three samples of your work
- o Three references (include phone #). Your references will not be contacted until you are notified.

Submit your application to:

[Executivedirector@westtualityhabitat.org](mailto:Executivedirector@westtualityhabitat.org)

Or by mail: West Tuality Habitat for Humanity, PO Box 806 Forest Grove, OR 97116.



West Tuality Habitat for Humanity is an equal opportunity employer and does not discriminate in its selection of candidates for employment on the basis of race, color, national origin, religion, sex or sexual orientation, marital status, disability, age, military service, family medical history, legal source of income, gender identity, political affiliation, or family leave obligations.