

# Habitat for Humanity's Outreach Coordinator

## Position Description:

Responsible for the marketing, communications, and community outreach plans for Habitat for Humanity, The Heart of Wyoming. Responsible for increasing the organization's visibility to achieve continued mission growth and providing marketing support efficiently, effectively, and sustainably. Furthermore, the outreach coordinator will manage the organization's volunteer base, including recruiting and stewarding all volunteers and working alongside the executive director to support the organization's fundraising efforts.

## Major Responsibilities:

- Responsible for the creation of the organization's marketing plan to support growth and community awareness
- Responsible for the development of communications and marketing materials, including an annual report, newsletters, affiliate website, and social media platforms
- Optimize the promotion of community and fundraising events.
- Design and execute various solicitation campaigns for monetary and in-kind donations.
- Cultivate and manage marketing relationships with media and production resources
- Recruit, manage, and steward volunteer base for the construction site and events.
- Seek strategic external media opportunities, serving as spokesperson or engaging staff and board as appropriate.
- Perform other duties as required or assigned by the Executive Director

## Preferred Skills:

- Proven team leadership and ability to work in a team environment
- Experience designing and executing creative and strategic marketing programs
- Excellent relationship-building with media, volunteers, and community partners
- Excellent written, verbal, and public speaking communication skills
- Excellent organizational, time, and project management skills
- Proficiency in Microsoft Office and database utilization
- Experience with Adobe Creative Suite a plus

## Preferred Education & Experience:

Bachelor's degree in marketing or communications; or comparable experience

## **Other Requirements:**

The ability to do one or more of the following throughout the day is required: stand, walk, sit, bend, and reach above/below shoulder level as well as frequent repetitive motions (typing, filing, etc.).

## **Location**

Casper, WY

## **Position Type**

Full-Time Position

Salary range of \$40,000 to \$45,000

Salary and benefits will be commensurate with the successful candidate's education and experience.

## **Please submit your cover letter and resume to:**

Habitat for Humanity, The Heart of Wyoming  
232 E. 2<sup>nd</sup> Street, Suite 204  
Casper, WY 82601

Or e-mail to Habitat for Humanity, The Heart of Wyoming's Administrative Assistant at [lorraine@heartofwyoming.org](mailto:lorraine@heartofwyoming.org). The position will remain open until filled.