



## Position Description

**Title:** Marketing and Community Outreach Coordinator

**Reports To:** Executive Director

**FLSA:** Full-Time, Exempt

**Salary:** \$60,000-\$65,000

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**Organization Overview:** Founded in 1967 through the efforts of citizens concerned about the lack of decent, affordable housing, HOME, Inc. is the oldest private, non-profit housing organization in Des Moines. HOME, Inc. believes that quality, affordable housing provides the foundation that enables people to stabilize and improve their lives. HOME, Inc.'s mission is to meet individuals and families where they are in their housing journey create opportunities for quality affordable housing through the development of affordable housing, revitalizing low-income neighborhoods, counseling individuals and families so they obtain and retain housing, and providing education to tenants and landlords to improve rental relationships.

**Job Purpose/General Summary:** The Marketing and Community Outreach Coordinator will serve as a brand ambassador for HOME, Inc. by leading marketing and community engagement efforts. Marketing responsibilities will include content creation and publication of HOME, Inc.'s outward facing communications including our website, social media, emailed and printed materials. Community outreach activities will focus on planning and execution of community events and volunteer recruitment and engagement, as well as individual donor appreciation and engagement. The ideal candidate will be highly organized and self-motivated and have a passion for serving the community. Experience with content creation, digital media, newsletters, print materials, and public speaking is highly desired.

### Essential Duties and Responsibilities:

- Plan, implement, and evaluate outreach and recruitment strategies for HOME, Inc. volunteers.
- Build and maintain community relationships and partnerships to aid in community awareness and volunteer recruitment, with a specific focus on building a diverse volunteer base.
- Seek new opportunities to increase awareness of HOME, Inc. and to develop referral and networking resources for speaking and outreach.



- Plan and coordinate outreach events and activities, such as the annual Hunt for Housing event and volunteer opportunities.
- Lead donor and volunteer appreciation efforts.
- Oversee HOME, Inc.'s social media marketing. This includes maintaining a planning document, preparing and scheduling content to be posted, and responding to inquiries received via social media.
- Curate website content and oversee website updates.
- Produce electronic and printed communications and marketing materials to support engagement and awareness efforts.
- Lead the collection of data and content for the annual report.
- Support efforts to demonstrate the impacts of HOME, Inc. to include storytelling aimed at familiarizing external audiences with the work of HOME, Inc.
- Work with the Executive Director in setting annual goals for recruitment (number of new volunteers), engagement (number of repeat volunteers), and outreach (numbers of activities and targeted campaigns).
- Track and measure the level of engagement with various constituencies using data gathered from a variety of sources.
- Serve as a staff liaison for the Fundraising and Marketing Committee and as the staff lead for the Events Committee.

**Required Skills and Abilities:**

- Bachelor's degree in communications, marketing, or other related area, or equivalent education or experience in related field. Experience in a nonprofit setting working with volunteers is preferable.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability.
- Excellent verbal and written communication skills.
- Ability to manage multiple project and deadlines.
- A high level of attention to detail.
- Ability to work with diverse individuals and groups.
- Fluency in more than one language is highly desired.

**Please submit resume and cover letter to [Woerdeman.carrie@homeincdsm.org](mailto:Woerdeman.carrie@homeincdsm.org).**

***HOME, Inc. is an Equal Opportunity employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.***