



Marketing & Public Relations Committee Member Job Description

Committee Description:

The Marketing & Public Relations Committee works to build and maintain a positive public image for Warren County Habitat for Humanity. They create awareness of the good work that nonprofits do by creating marketing campaigns, promoting events, creating advertising and posting on social media platforms.

This committee works closely with the Resource Development Committee, Family Support Committee, other committees, and staff to support their efforts.

Time Commitment:

The Marketing & Public Relations Committee meets on the first Wednesday of every other month (Jan, Mar, May, Jul, Sep, Nov). (Most meetings are held virtually.) Meetings are held at the Habitat office at 109 Water Street. Duration approximately 1.5 hours.

Actively contribute to publicity and marketing campaigns, social media outreach, and/or website management. 4-6 hours/month

Volunteer & Committee Responsibilities:

Individual committee members will be responsible for:

- Working with other committee members and staff to plan and execute marketing and event campaigns
- Maintaining communications with media outlets and stakeholders
- Developing (or assisting to develop) print and electronic materials for the organization and its programs
- Chair: With the board president acts as the organization's spokesperson
- Web leader: Maintains and updates information on WCHF's website
- Social media coordinator: Maintains WCHF's social media presence and promotes WCHF programs and events through social media

The committee as a whole is responsible for:

- Preparing and implementing an annual marketing plan.
- Assist in the creation of media, from press releases to social media messages, that shape public opinion of WCHF and increase the community's awareness of the organization, its programs, and benefits to the community.

Preferred Skills/Abilities:

- Excellent written and verbal communication skills
- Creativity in securing coverage and buzz with traditional outlets
- Knowledge of consumer marketing
- Understanding of social media and experience working with bloggers
- Website development

- Updating and maintaining Web content
- Journalism, graphic design, PR, marketing or related experience

Benefits of Joining the Committee:

- Opportunity to learn new skills.
- Feel good providing support to an organization working hard to better our community through homeownership opportunities and affordable housing advocacy.

Committee Size:

5-8 members

How to Apply:

Complete volunteer application and orientation. Application and orientation information can be found at <http://warrencountyhabitat.org/volunteer/>. Key volunteers are required to complete a Sex Offender Registry and Criminal Background Check. Please contact Jessica Priest-Cahill at (540)551-3232 or jessica@warrencountyhabitat.org with any questions.