

SOUTHWEST MINNESOTA HOUSING PARTNERSHIP

Job Title: **Marketing and Outreach Coordinator**

Supervisor: Chief Operating Officer

Classification: Exempt

Proposed Approval Date: May 2017

SUMMARY:

This position is responsible for the management and implementation of marketing and outreach activities. This position will work with the various departments at SWMHP to market programs and initiatives. In conducting community outreach, the position will also identify local needs and coordinate with the department on potential strategies to meet local needs through program delivery. This position will lead any program or project research and evaluation. Additional work requirements will also include event coordination, public speaking, and facilitation. The position will also assist with grant research and writing as needed.

EXPERIENCE, COMPETENCIES AND EDUCATION:

- Bachelor's degree from an accredited college or university, preferably in the field of Marketing, Communication, Public Relations, Planning or a related field. Less education may be accepted provided there is commensurate work experience.
- Extensive organizational skills and an ability to handle multiple tasks.
- Good verbal and written skills.
- Ability to work independently, is motivated and a self-starter.
- Moderate to Strong Computer and Social Media Experience: Microsoft Office (Word, Excel, Access, Power Point).
- Ability to solve problems, identify new solutions and adapt to changing priorities.
- Ability to work with the public, articulate ideas and work with differing cultural and economic backgrounds.

PRINCIPAL JOB DUTIES AND RESPONSIBILITIES:

Outreach and Marketing: Create and coordinate a comprehensive marketing/outreach plan for recruiting customers to SWMHP programs. Work with the Departments to ensure that effective marketing tools are being developed regularly and utilized consistently to draw attention to programs and attract those least likely to utilize programs. Prepare and deliver presentations on affordable housing and emerging issues and recommend solutions. Develop and maintain

organizational marketing materials. Develop annual reports including Neighborworks Green Reporting in partnership with staff.

Digital Media: Oversee website content and provide direction to the Housing Technician on necessary updates to website. Maintain social media.

Evaluation: Request regular feedback from outside service providers and develop internal reports to monitor program effectiveness. Oversee research initiatives.

Resource Development: As needed, assist the Resource Development Officer in research of possible grant opportunities and preparation of applications.

Community Representation: Represent the Southwest Minnesota Housing Partnership in communities, counties, state and federal organizations, foundations and all other public activities at the direction of the Chief Executive Officer, Chief Operating Officer, or the position's Supervisor.

Travel: Travel within the region frequently (daily), within the State Minnesota occasionally (monthly) and will travel out of state as needed for training and other staff development opportunities. Must be willing to drive company vehicles or personal vehicle as required.

Lifting: Lift more than 50 pounds on occasion and carry multiple packages of training materials and equipment to training sites.

Hours: Work primarily daytime office hours during the week but will be expected to work a flexible schedule including evening hours and weekends to accommodate customer needs.

DISCLAIMER AND APPROVAL

This position will perform other duties as assigned by the position's Supervisor or the Chief Executive Officer.

The foregoing statements describe the principal functions of this position but shall not be construed as an exclusive listing of all inherent requirements for the position.

Employee Acknowledgment:

Signature

Date

Employer Acknowledgment:

Signature

Date