



Job Title: Marketing and Outreach Coordinator-Part-time

Housing Options & Planning Enterprises, Inc. (H.O.P.E.) is a nonprofit corporation founded in 2005. Our mission is dedicated to assisting low-income, individuals and families to achieve long-term financial and social self-sufficiency. Our programs are designed, to be delivered in an integrated manner to give those that we support the maximum ability to obtain the necessary financial skills, means and opportunities to succeed.

Job Description Summary: The **Marketing and Outreach Coordinator** develops and executes strategic activities and initiatives to build awareness, engage clients, reach new audiences, expand educational opportunities, and develop partnerships. This is a wide-ranging **part-time remote** position, which includes a great deal of client and external agency contact as well as developing creative ideas to brand the organization.

Reports to: Housing Director

Primary Job Duties:

- Analyze community needs to determine opportunities, scope and goals.
- Plan and organize outreach activities that support the organizations' vision and programs.
- Create and maintain relationships with community resources, referrals sources, agencies, associations, local and state government, and federal resources.
- Coordinate, organize, and manage the administration, support systems and activities that enable the effective running of all educational programs.
- Craft succinct messages for various audiences, clients, organizational/government agencies, and various stakeholders (lenders, etc.)
- Develop and distribute promotional material (fliers, brochures, etc.) regarding large recruitment or educational seminars, outreach events and activities.
- Work with Communication consultant (web designer) to regarding networking strategies, including web-based calls to action.
- Create and maintain press releases and promotional material content to be posted to social media platforms and website.
- Use photography and videography to document events and outreach activities.
- Maintain video archive and manage video content on the website
- Foster communication internally and externally regarding upcoming outreach events to ensure participation.
- Ensure accurate data entry and compliance of clients' records.



- Monitor and compile reports of outreach efforts and utilization success. Maintain high levels of quality maintenance.

Preferred Qualifications:

- Be detailed and proficient in computer technology and online client management systems and Microsoft Office (Word, Excel, PowerPoint, Publisher, etc.)
- Knowledge of social networking forums and strategies to promote causes
- Must be able to effectively communicate via phone, email, and face to face with the general public and peers.
- Highly organized, quick learner, strong negotiation skills
- Strong, clear communication (written and verbal) and time-management skills as well as excellent listening skills.
- Superior multi-tasking skills and ability to work well under pressure to meet timelines.
- Excellent spelling and grammar skills
- Excellent problem analysis and problem-solving skills(troubleshooting)
- Able to track data and complete reports
- Self-motivated, self-disciplined, ability to work independently and as a team.
- MUST have high-speed internet

This job description is intended to describe the general nature and level of work being performed by the individual assigned to this position. They are not intended to be an exhaustive list of duties, responsibilities, or qualification associated with the position. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position. Individual are held accountable for all duties of the position.

H.O.P.E. is an Equal Opportunity Employer and does not discriminate because of age, race, gender, religion, national origin, marital status, sexual orientation, gender identity, or disability.