



JOB TITLE: Marketing & Communications Website & Branding Project Development AmeriCorps VISTA
REPORTS TO: Director of Marketing & Communication

Habitat for Humanity of Greater Los Angeles (Habitat LA) is seeking a qualified candidate to support the Marketing, Communication, Social Media, Website, and Branding of the affiliate. This role will specifically work on revamping the Habitat LA website and executing marketing and communications elements required to support the overall strategic vision of the affiliate with the guidance and assistance of the Marketing and Communications Director.

This role will be responsible for auditing the existing website and working with a task force to create an improved streamlined website to help more people more easily navigate and find the information they need as well as keep it up to date and useful. This role will manage the Google Ad Words campaigns and other Search Engine Marketing and Optimization for the affiliate. Secondly, this role will help support the affiliate's strategic vision including research, planning, strategizing and execution of marketing, social media, communications and branding departmental goals. Both projects will fold into the overall goal of creating consistency within all marketing assets, which will be used to grow the Habitat LA brand, increasing donations, and helping to raise awareness of Habitat LA's great work building homes, hope and community across 85 percent of Los Angeles County.

SUMMARY OF ESSENTIAL FUNCTIONS

- Audit, refresh and manage the updating of the existing affiliate website habitatla.org, utilizing the back-end WordPress platform.
- Oversee the affiliates search engine optimization and search engine marketing strategy.
- Project manage a task force of stakeholders contributing to the website update.
- Assist with creation, oversight, management and results reporting of web-based assets.
- Implement an internal web-based project management system (such as Asana) to assist with project management and reporting.
- Gain production quotes from affiliate vendors.
- Assist with the creation of public relations, marketing and social media content.

SUMMARY OF JOB QUALIFICATIONS

- Prior experience and strong working knowledge of back-end website creation and management, specifically the WordPress platform.
- Prior experience and working knowledge of Google Ad Words.
- Prior experience with project management.
- Knowledge of Microsoft Office Suite (especially Word/Excel), Power Point, Internet research.
- Knowledge of, and willingness to promote, the mission and activities of Habitat for Humanity and AmeriCorps.
- Strong written and verbal communication skills.
- Strong research skills.
- Detail oriented and highly organized.
- Ability to work with a diverse group of people.
- Experience working as a member of a team.
- Marketing, communications and/or social media management experience are also highly desirable.

This is full-time position for 1 Service year in AmeriCorps. Work schedule is Monday through Friday, 9:00am-6:00pm with some evening and weekends. Position requires local travel in the normal course of performing job duties with mileage reimbursement. Must have access to reliable transportation to perform job duties, valid driver's license and meet the state required amount of personal automobile liability insurance.

TO APPLY (NO CALLS OR WALK-INS PLEASE):

If you'd like to join our team, please send a cover letter, resume and salary requirements to:

EMAIL: HR@habitatla.org (Preferred)

MAIL: 8739 Artesia Blvd., Bellflower, CA 90706 – Attn: HR



Visit us at: www.habitatla.org

Employment is contingent upon completion of a satisfactory background check.

**Habitat for Humanity of Greater Los Angeles is an Equal Employment Opportunity employer. Applicants are considered without discrimination with regard to race, color, religion, sex, national origin, age, disability or other protected status.*