

# VISTA assignment description

## Marketing and communications VISTA



<b>Local Habitat organization</b>	HFH of Seminole County and Greate Apopka, Florida, Inc.
<b>Host site manager</b>	Kelly Pisciotta
<b>Direct supervisor</b>	Lisa Junkerman
<b>Service week (days/times)</b>	Monday – Friday 8:30 am- 4:30 pm
<b>Will a teleservice schedule be offered? Members must serve a minimum of 2 days/week from the office.</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Is a personal vehicle required for service?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Pursuant to current Habitat for Humanity policy, this position requires full vaccination against COVID-19, except to the extent such requirement is prohibited by applicable law.</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## Marketing and Communications VISTA

*This section has a 750-character limit.*

The marketing and communications VISTA member will create, document, and implement a plan for creative, engaging, and timely communication to stakeholders including donors, volunteers, Habitat for Humanity homeowners and the public to increase commitment to Habitat's mission. Each plan will be well documented and evaluated to ensure sustainability beyond the year of service.

### Objective One – Research

Research related organizations, programs, procedures and/or resources that are currently in place to identify best practices and any additional marketing and communications needs. Document research and communicate findings to move forward with developing a new or enhanced marketing and communications plan.

#### MEMBER ACTIVITIES

- Research best practices, relevant systems, tools, resources and examples of similar marketing and communications plans at other organizations, including other local Habitat organizations, other community organizations and Habitat for Humanity International.
- Research systems to accurately track and record marketing-related information, data, and results, focused on ensuring sustainability.
- Research evaluation tools that will assist in projecting and assessing impact of the plan.

### Objective Two – Development

Based on the information gathered during initial research, develop a marketing and communications plan to address the specific and unique needs of the local Habitat organization.

## MEMBER ACTIVITIES

- Develop and document a marketing and communications plan including social media, e-mail, print materials, fundraising support, website management, local radio, and television.
- Develop relationships with local media to sustain and increase awareness around Habitat's mission.
- Develop community partnerships that will support the plan and leverage new and existing resources.
- Develop systems to accurately track and record marketing and communications plan-related data, ensuring sustainability.
- Develop evaluation tools that will assist in projecting and assessing impact.
- Formulate results and present to key stakeholders to establish direction of plan.
- Develop all processes, materials and resources for marketing and communications plan.

## Objective Three – Implementation and review

Implement the new or enhanced marketing and communications plan. Assist the local Habitat organization in testing, evaluating, and revising the various parts of the plan as needed to ensure success.

## MEMBER ACTIVITIES

- Implement the innovative marketing and communications plan developed that will increase the number of individuals and families served. Pilot plan using developed processes, materials, and resources.
- Implement opportunities to enhance community partnerships that will support plan.
- Implement methods to socialize the plan to partners and leadership, training them through presentations, materials, and systems.
- Implement systems to accurately track and record marketing and communications plan-related data to ensure sustainability.
- Implement the use of evaluation tools to assist in projecting and assessing impact.
- Collect feedback on pilot and make necessary modifications.

*Activities listed here may include direct service for the purposes of observation, interviews of staff and volunteers and implementation of systems and processes. While VISTA members cannot regularly perform direct service, the VISTA member may have the opportunity to engage in direct service activities no more than one time per month to help inform VISTA projects.*

## Objective Four – Sustainability

Ensure that the marketing and communications plan developed is sustainable, able to be continued at the local Habitat organization after the completion of the VISTA term, by developing manuals/standard operating procedures (SOPs) and training staff members and volunteers on the new plan.

## MEMBER ACTIVITIES

- Work with leadership at the local Habitat organization to develop a staff sustainability plan to build on the work the member has done.
- Develop a manual of resources and directions for maintaining any systems, tools, and processes that support implementation of the plan. Create an implementation manual detailing the process of development, effectiveness of the system/project/plan, pending issues and guide for usage that can be referenced by staff members and volunteers.
- Recruit and train volunteers and staff on use of new plan to ensure there is a transition plan for ongoing maintenance of systems and support of the plan. Ensure that appropriate training and introductions to all stakeholders is accomplished.

## Experience, knowledge, and skills

### MINIMUM REQUIREMENTS

- AmeriCorps members must be a U.S. citizen, national or lawful permanent resident.
- AmeriCorps members must be at least eighteen or older.
- AmeriCorps members must have a high school diploma or GED.
- AmeriCorps members may have recurring access to vulnerable populations and must satisfy the National Service Criminal History Check eligibility criteria.

### OUR IDEAL CANDIDATE HAS:

- Knowledge of and willingness to promote the mission and activities of Habitat for Humanity International and AmeriCorps.
- The ability to work with a diverse group of people.
- Strong written and verbal communication skills.
- Attention to detail and is highly organized.
- Strong research skills.
- Experience working as a member of a team.
- Basic experience with Microsoft Office Suite, especially Word, Excel, and Teams.

## Benefits of AmeriCorps service

- Annual living allowance range from \$24,962 to \$40,869, determined by the service location; most locations are on the lower end of this range.
- Segal Education Award upon successful completion of service.
- Health benefits and enrollment in Employee Assistance Plan.
- Ten personal and 10 medical leave days.
- Possible forbearance or deferment of qualified student loans.
- Child care benefits, if you qualify.
- Noncompetitive eligibility status for federal employment for one year after successful completion of service.
- Relocation travel assistance for members relocating more than 50 miles to serve.