



Marketing Volunteer Position Description

Supervisor and Department: Natalia Higuita and Laura Willetto, Resource Development

Who You Are:

You are interested in marketing and social media and want to use your communication skills to help spread the word about affordable housing in the Denver Metro Area. You want to be a part of a group of like-minded people that share similar values and look for an organization that welcomes everyone to be a part of the mission. You are seeking an opportunity to be part of something larger; more impactful. If this sounds like you, please allow us to introduce ourselves.

Who we are:

Habitat for Humanity of Metro Denver (Habitat Metro Denver) is part of a global, nonprofit housing organization that seeks to put God's love into action by bringing people together to build homes, communities, and hope. Habitat for Humanity was founded on the conviction that everyone needs an affordable, healthy and stable place to live in dignity and safety, and that affordable housing should be a matter of conscience and action for all.

To achieve our vision of a world where everyone has a decent place to live, Habitat Metro Denver builds, renovates and sells homes in partnership with low- and moderate-income families. The organization also works with existing low-income homeowners in formerly red-lined Denver neighborhoods to do critical home repairs. Throughout its 42-year history, Habitat Metro Denver has served more than 2,500 households and is the 8th largest producer in the Habitat U.S. network.

Habitat for Humanity's ReStores support Habitat's mission to build and preserve affordable homeownership opportunities in the Metro Denver area. The ReStores are home improvement outlets that sell donated building materials, home furnishings, appliances, and more at a discount to generate funds to support Habitat for Humanity.

How We Succeed Together:

Habitat Metro Denver's **Cultural Blueprint** highlights the specific behaviors and mindsets that support our core values and guide day-to-day decisions, behaviors, and interactions of every person within our organization.





Marketing Volunteer Position Description

Overview: This position will support our Marketing team with social media posts and communications.

Major Responsibilities:

- Become a Habitat for Humanity ambassador to our community by embracing our Cultural Blueprint
- Scheduling social media posts, using Meta (Facebook/Instagram) and LinkedIn
- Writing simple copy for social media and emails
- Organizing and finding materials in SharePoint for Social Media Posts
- Editing and working with content in Microsoft Office apps
- Designing simple graphics (desired, not a requirement)
- Opportunity to learn other areas of communications, as interested

Time Commitment: 2-6 hours per week; flexible, but some overlap with business hours preferred.

Knowledge, Skills & Abilities:

- Ability to pass background check
- Proficient in basic computer usage
- Experience in communications, marketing, or related field, or willingness to learn
- Ability to write content for marketing purposes
- Comfortable working independently

Training:

- Habitat Volunteer Orientation
- Training on social media and communication processes
- Training on Office 365
- Training on Habitat Branding
- Training on Canva

Location: Remote or in Main Office (7535 E Hampden Ave, Suite 600, Denver)

Impact: Habitat Metro Denver utilizes communications to spread the word about Habitat's programs, ReStores, volunteer opportunities, and more. This position will help support those efforts to engage the larger Metro Denver community in Habitat's mission.

Volunteer Benefits:

- ✓ Camaraderie with a welcoming team of staff and volunteers (including BBQ's/happy hours/formal recognition events)
- ✓ Habitat swag
- ✓ 25% off select items at the 4 Metro Denver Habitat ReStores
- ✓ Develop professional skills and leadership skills
- ✓ Scholarship towards a week-long Habitat Denver Global Village Trip after one year of service