



Marketing Coordinator VISTA JOB DESCRIPTION

Position/Title: Marketing Coordinator VISTA

Position Type: Intern/FT/temporary

Reports To: Marketing and Annual Fund Manager

Growing Home is dedicated to creating a thriving and equitable north metro Denver – one family at a time. Our participant-centered approach to strengthening families, nurturing children, and connecting community fills a critical gap for families and children who are experiencing immediate and long-term barriers to stability and success. Through evidenced-based programs, we improve outcomes for children, their parents, and their community. Our model makes us a leader in the two-generation approach to poverty alleviation and community equity.

Mission: In partnership with the community, Growing Home advances equity in food, housing, parenting education, and lifelong stability to create lasting change for the future.

Vision: Growing Home envisions a thriving, healthy, and equitable community for all.

Core Values: Respect, Effectiveness, Learning, Collaborative Leadership, Professionalism, and Inclusiveness.

General Purpose:

Growing Home is currently working to develop its 2022-2025 strategic plan. This plan contemplates expansion of current programs in both scale and offerings that are expected to lead to substantial growth and increased impact for our community. The VISTA project will seek to allow Growing Home to build capacity and scale in response to community demand as the 2022-2025 strategic plan is being developed. It also would allow the opportunity to inform and shape some of the operational ideas being contemplated for the new 3-year strategic plan before they are solidified.

The Marketing Coordinator VISTA will support capacity building within Growing Home's development department by assisting the Marketing and Annual Fund Manager with research and implementation of new and refined communications platform as well as development of an integrated plan to recruit, train, and support community engagement opportunities.

Responsibilities:

- Research communication platforms to reach participants, donors, and volunteers, including text messaging platforms and social media
- Implement and lead communications over new platforms
- Assist in refinement of agency website with emphasis on greater program integration and data-gathering

- Help establish Google Ad Word campaigns to ensure maximization of the Google grant
- Review current agency materials and collateral and facilitate implementation of any missing or needed agency materials and collateral, coordinating with other departments to gather information as needed
- Work with the Volunteer Coordinator to create and implement an annual volunteer recruitment plan that leads to ongoing corporate and community engagement and achieves all volunteer goals
- Work with the Volunteer Coordinator and Marketing and Annual Fund Manager to set up volunteer opportunities and involvement for corporate groups
- Develop new volunteer roles, internships, and experiences

Job Qualifications:

- Strong communication skills, both written and oral (bilingual English/Spanish required)
- Excellent organizational skills and attention to detail
- Experience in managing multiple projects and deadlines simultaneously
- Desire to be a part of an innovative, fast-paced organization and development department
- Sensitivity and openness to working with people from diverse backgrounds
- Passion for anti-poverty work and social justice
- This position will be filled by an AmeriCorps VISTA member. To qualify for AmeriCorps VISTA, you must be a U.S. citizen, U.S. national, or lawful permanent resident, be team-oriented, and be willing to take on a wide range of challenges. Once chosen for this position, if not already a VISTA member, you must go through the necessary paperwork to become a VISTA member.

Hours of Work & Compensation:

- Hours of Work: This position is full-time. Work will generally be completed Monday-Friday, between 9am-5:30pm, with some evenings and weekends required.
- Living Allowance per the VISTA program: \$674.66 bi-weekly, 40 hours
- Additional benefits offered through the VISTA program, found here: <https://americorps.gov/members-volunteers/vista/benefits>

To Apply:

Please send a resume and cover letter to careers@growinghome.org with Marketing Coordinator VISTA in the subject line.

Growing Home is committed to an inclusive workplace. We are an equal opportunity employer.