



## **Part-Time Marketing and Event Coordinator**

### **Company Description:**

Haiti Outreach (HO) is a non-profit 501(c)3 organization. The headquarters are in Pignon, Haiti, and the Administrative office is in Hopkins, MN. The primary service offered is a clean water well (or piped water system when appropriate). Additionally, constituents receive education on sanitation, hygiene, and savings (for future repairs of their well). Haiti Outreach requires that communities pay a small fee and sign an agreement committing to undergo the 3-month training and to save about 50 cents per family each month for future repairs. By ensuring the communities take ownership of this process, the success rate for the long-term maintenance of the wells is very high – 90%! The majority of similar missions have had a 50% long-term success rate.

### **Mission Statement:**

Haiti Outreach collaborates with communities in Haiti to help them achieve sustainable access to clean water. The vision is that Haiti would become a developed nation. This community engagement model has proven to advance their development for generations to come.

More information can be found at: [www.haitioutreach.org](http://www.haitioutreach.org)

### **Job Description:**

Are you social media savvy? Creative and analytical? Do you have good follow-through? Do you care about helping people in developing countries? If so, this may be the ideal position for you!

We are seeking a PT Marketing and Event Coordinator who will assist the Development Director with the following:

### **Marketing:**

- Source a social media aggregator that is user-friendly, cost efficient, and allows HO to manage SM posts, and engagements from one place.
- Offer ideas and strategize with the staff to increase SM and email engagement.
- Monitor engagements with donors and prospective donors via all SM platforms and email. Research and offer suggestions in increase engagement where necessary.
- Assist in crafting and editing messages to donors and prospective donors that are in alignment with HO's strategic marketing plan for 2019.
- Assist in re-design of digital and print collateral (such as brochures, PowerPoint presentations, post-cards, etc..)

### Events Related:

- Assist with some event planning primarily:
  - o Locating and reserving venues for events
  - o Gathering information on cost/ availability/and amenities that come with the venue
  - o Helping to recruit volunteers for events
  
- Assist with logistics of events such as:
  - o updating registration forms in eTapestry or ClickBid
  - o Work with the Development Director to ensuring that promotional materials are prepared on time and distributed effectively

In this role, you will have worked with the following tools:

- eTapestry
- Everyday Hero
- ClickBid
- Constant Contact
- Canva
- A social media aggregator such as Hootsuite or other
  - o SMPs: FB, IG, LinkedIn, YouTube
- mWater
- Wordpress

Location: Administrative Office, Downtown Hopkins.

Working remotely is possible. However, it would be ideal for the incumbent to attend some meetings.

Hours: 5 - 10 per week (hours may increase during Gala Season)

Hourly rate: \$12-\$16 (commensurate with experience).

Dates: Beginning as soon as the right candidate is found.

The incumbent will need to use his/her own laptop as we don't have any spare computers in the office. Apple is ideal, but PC will work.

Contact Sasha Nicolle, Development Director at: [Sasha@haitioutreach.org](mailto:Sasha@haitioutreach.org) with your resume and a cover letter outlining your technical abilities and interest in marketing, event planning and availability.