

HousingLink was established to provide improved housing conditions and greater location choice for families participating in the Section 8 voucher and public housing programs. Organized in 1997, HousingLink acts as an affordable housing information “clearinghouse,” ensuring that low- to moderate-income families have access to the affordable housing information they need and providing vacancy information, training and support to housing service agencies. Since that time, HousingLink has become the region’s primary source for affordable housing-related data, information and resources.

Marketing and Outreach Coordinator

We are currently seeking a Marketing and Outreach Coordinator to join our team in Minneapolis, MN. This person will distinguish and promote HousingLink’s brand and address any issues that confront the brand.

Responsibilities:

- Manage HousingLink’s website and social media presence
- Develop and implement HousingLink’s annual marketing plan
- Create marketing resources and materials for all stakeholders including web content, brochures, print materials and grants
- Improve community perception of organization through outreach and internal activities
- Present information in public forums
- Ensure that every opportunity to gather vacancy, waiting list and property information is maximized to the fullest possible extent
- Strengthen our brand
- Act as primary contact with individual landlords
- Promote consumer-focused approach within organization
- Act as primary contact for general inquiries of HousingLink

Requirements:

- Bachelor’s degree and 2 years work experience in a communications/marketing position, or equivalent combination of education and work experience
- Experience working with website CMS (Sitefinity) desired; the ability to learn new applications required
- Experience with SEO using standard practices and Google Ad words
- Affordable housing or housing industry knowledge or experience desired
- Previous experience working in the non-profit sector
- Strong attention to detail and editing expertise
- Demonstrated ability to create collateral materials for fundraising, proposals and public relations pieces
- Ability to plan, organize and implement meetings, forums and special events
- Ability to travel to various metro locations to attend meetings
- Must have daily access to a vehicle, a current MN driver’s license and valid auto insurance
- Effective written and verbal communication skills with the ability to speak to large diverse audiences
- Ability to work respectfully and communicate effectively with different cultures, groups and languages (via interpreter or translator)

Benefits:

We value our employees’ time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including medical, dental and vision benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To Apply:

Please submit resume to: <https://administaff.ats.hrsmart.com/cgi-bin/a/highlightjob.cgi?jobid=60227>

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