

***Volunteer Position Description: Chair Marketing Committee Member***

# PURPOSE

This purpose of this committee is to work with the Staff to create, communicate, deliver, and exchanging offerings that spread the mission and name of Pikes Peak Habitat for Humanity to a targeted audience. The Committee creates and reviews proposed marketing strategies and works with the staff to see them through to completion. The Marketing Committee will ensure marketing activities effectively accomplish the mission to provide funding for safe, decent, and affordable housing.

# CHAIR STAFF

Responsibilities: Andy Petersen

Lead the committee, set the agenda, 719.475.7800

Facilitate committee discussion [andy@pikespeakhabitat.org](mailto:andy@pikespeakhabitat.org)

# MEMBERS

Committee Chair, Marketing Director, Marketing Associate and at-large Committee Members.

# FREQUENCY

As needed at the PPHfH office.

# MAJOR RESPONSIBILITIES

* Develop the annual marketing strategic plan and budget in cooperation with the Marketing Director.
* Help identify and recruit marketing, PR and media sponsors and other marketing committee members.
* Partner with Staff as necessary for special projects, problem solving, and consultation.

# EXPECTATIONS

* Make the appropriate time commitment to attend and participate in meetings, with additional time as required for other preparation and special projects.
* Be prompt and attend all meetings of the Marketing Committee. If it is necessary to be absent (i.e. an unavoidable work situation or illness) the member will inform the committee chair or staff.
* Actively participate in and contribute to the discussion by making ideas and feelings known.
* Be good ambassadors for PPHFH and promote its mission.

# QUALIFICATIONS

* Familiarity with marketing disciplines and/or public relations and corporate communication strategies.
* Members should include professionals from the disciplines of marketing, communications, public relations and advertising.

# TRAINING

* Orientation, Prospective Member Visit.

# BENEFITS TO YOU

* Work with other professionals to ensure El Paso County’s low income families have the opportunity to safe, decent and affordable housing.
* Access to Habitat for Humanity training resources such as HFH Knowledge Center and HabitatLearns.

Est. Sept. 2015 / Rev. May 2016