



## Habitat Affiliate Publicity Coordinator

### Role Description

### Quick Reference Guide

#### Accountable to: Affiliate Project Leader

#### Description:

Affiliate volunteer or staff person who coordinates media outreach and publicity for *Thrivent Builds Homes* projects, including special events such as groundbreakings and dedications, and reports those efforts and results as requested.

#### Expected Commitment:

1. Carry out responsibilities for the duration of construction of affiliate's Thrivent Builds homes.
2. Reserve appropriate amount of time to meet with Affiliate Project Leader and Thrivent Financial for Lutherans Engagement Team (LET) contact, as needed.

#### Responsibilities:

1. Lead regional media outreach efforts for the annual announcement of *Thrivent Builds Homes* projects, beginning in December or throughout the year.
2. Coordinate your Thrivent Builds publicity efforts with your LET and other participating Habitat affiliates in your media market. Work with your LET to create an annual *Thrivent Builds Homes* [media, publicity and communications plan](#) for your affiliate. The plan should include outreach to support the annual announcement of *Thrivent Builds Homes* grants.
3. Lead media and [publicity efforts for special events](#), such as groundbreakings, wall-raising or roof-raising and dedications.
4. Use available, pre-approved Thrivent Builds marketing and communication tools found on [www.thriventbuilds.com/resources](http://www.thriventbuilds.com/resources) to aid in local promotions.
5. Obtain and use the **required** *Thrivent Builds Homes* outdoor sign as the primary sign for the build site for the entire duration of the project. Artwork and order forms are available at <http://www.thriventbuilds.com/resources/topic/tbsignage.html>
6. Report homebuyer/build stories to your LET that can be publicly shared with the Thrivent Builds Group.

#### Qualifications:

1. Understand the Habitat for Humanity philosophy and the goals of the *Thrivent Builds Homes* program.
2. Have good "people skills" and be a clear communicator.
3. Comfortable working with the media.
4. Media relations or publicity experience.
5. Internet access, email address and some computer skills required, e.g., Microsoft Word, email.