



Job Title: Public Relations Coordinator

Reports To: Operations Manager

Employment Type: Full-time Contractor through AmeriCorps VISTA

Eligible for Housing Stipend: Yes

Eligible for Americorps Benefits: Yes

Location: Boise, Idaho, USA

Requirements:

1. Submit cover letter and resume to Tracy@LeapCharities.org.
2. Apply online [here](#).

LEAP Housing Solutions is a Boise-based 501c3 non-profit that is dedicated to developing and preserving affordable housing in the Treasure Valley. Our vision is to see communities transformed by hope, connection, and stable housing. To make the vision a reality, LEAP seeks professionals from all sectors.

In the last several years, LEAP has grown in popularity receiving press coverage from national publications like USA Today, dozens of local publications and accolades from government officials. To capitalize on the impressive momentum built by the LEAP team and its community of donors and supporters, LEAP is seeking a Public Relations Coordinator.

The Public Relations Coordinator will play a key role in helping LEAP build the network necessary to achieve its five-year plan: *building or preserving 1000 homes by 2026*.

This is an Americorps VISTA position. The position is ideal for a professional with a desire to both boost his/her resume with professional experience AND make a difference. LEAP has a long-standing relationship with the Americorps VISTA program.

In fact, some VISTAs have gone on to be hired by LEAP!

The professional experience offered by the AmeriCorps' partnership with LEAP is exceptional. Previous VISTAs have raised \$100ks in grants, organized community events, mobilized volunteers and built programs from the ground up.

Essential Duties

Public Events

- Create a system that helps LEAP routinely create major and minor events that drive mission outcomes, e.g. fundraising gala, Rotary Club presentation
- Co-create memorable events that celebrate major LEAP milestones such as the opening of a new housing development, e.g. Groundbreaking, Ribbon Cutting
- Support fundraising efforts via social media and grassroots awareness

Media Engagement

- Build a process that helps LEAP know when it should interact with local, regional or media.
- Cultivate relationships with radio, broadcast and newsprint outlets in select geographies
- Develop upwards of 20 press releases and distribute releases to media outlets

Partner Engagement

- Increase the strength of LEAP's existing partnerships through co-sponsored materials, events and media
- Work alongside fundraising teammates to build a system for reporting successes to key funding partners or prospective partners

Social Media

- Develop a social media strategy that manages LEAP's online reputation

- Dovetail social media tactics to enhance goals in event coordination, media engagement and partner engagement
- Build a network of influencers and distribute news as appropriate

Preferred Skills or Experience:

- Strong initiative
- Proficient writer and verbal communicator
- Participating or leading a fundraising team with diverse fundraising tactics
- Strong command of modern software and computer skills
- Strong understanding of Microsoft Office/Google Doc programs
- Event coordination
- Familiarity with project management skills