

JOB TITLE: MARKETING AND COMMUNICATIONS MANAGER

POSITION VISION AND SUMMARY:

The **Marketing and Communications Manager** takes steps to measure, enhance and enrich the Habitat for Humanity of Monroe County (HFHMC) brand through various efforts and initiatives including multimedia communications, public relations, print materials, social media, and the website. The Marketing and Communications Manager also works with colleagues to support the outreach and development efforts of the affiliate. This individual reports to the CEO and works collaboratively with members of the staff to develop and execute a comprehensive marketing and communications plan. The Marketing and Communications Manager is a full-time, salaried, exempt position working a minimum of 40 hours per week.

DUTIES & RESPONSIBILITIES

- Develop and implement marketing, public relations and public outreach strategy to engage supporters, volunteers, staff and other stakeholders
- Work collaboratively to execute marketing plans with a focus on overall strategy and key initiatives throughout the year
- Develop and manage key organizational messages and talking points and determine appropriate content delivery for messages and audiences; design and produce clear strategic print, web, email, social media, and advertising materials
- Oversee creation and execution of all HFHMC collateral materials for print and web including: affiliate annual report, capital campaign materials (if needed), direct mail, flyers, posters, brochures, ads, and ancillary piece etc.
- Provide logistical and communication support for HFHMC events
- Work with local media partners to publicize large or special events, stories, and projects
- Determine and execute community outreach strategies to increase diversity, equity, and inclusion initiatives of the affiliate
- Design and coordinate orders for all apparel and promotional items, including staff apparel, Women+ Build, Whirlpool, and *Because of You* t-shirts, general affiliate and ReStore apparel, small attendee gift for More Than Houses, etc.
- Manage affiliate brand standards, ensuring compliance with Habitat for Humanity International requirements
- Update, manage and direct implementation of the HFHMC Media and Crisis Communications policy and procedures
- In cooperation with the CEO and Development Director, identify key donors and a strategy for segmented communication
- Lead affiliate participation in advocacy campaigns, identifying opportunities for local, state and federal legislative activities
- Manage affiliate marketing and communications budget

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong ability to work both autonomously and with a team
- Ability to prioritize and work independently; self-starter and self-motivator; proactive; exceptional organizational skills
- Demonstrated track record of developing and implementing integrated marketing and communications campaigns
- Engaging, clear and persuasive communication skills (verbal, listening, and written), excellent organizational and time management skills, and an enthusiasm for working for and with others
- Highly organized and process driven
- Desire to work in a fast paced, dynamic environment that often requires flexibility to meet needs
- Capacity to set and balance priorities, take initiative and seek direction when appropriate
- Proficient in Wordpress CMS, Adobe Creative Suite, and tools used in social media marketing and planning

MINIMUM REQUIREMENTS

- Education: BA in Marketing/Communications or related field
- Experience: Three to five years' experience working in not-for-profit agency, preferably in a marketing/communications role

ABOUT HABITAT FOR HUMANITY OF MONROE COUNTY

Habitat for Humanity of Monroe County is a nonprofit housing organization dedicated to building simple, decent, affordable homes in partnership with those in need in Monroe County. For more information, visit www.monroecountyhabitat.org.

OUR ORGANIZATIONAL MISSION AND VISION

Our mission is to expand affordable housing opportunities by partnering with people in our community. Our vision at Habitat has always been the same—***a world where everyone has a decent place to live.***

It should be understood that mutual respect, willingness to work together as a team and ongoing communication between staff persons and key volunteers is essential to the success of Habitat.