



Job Title: Communications and Marketing Manager

Department: Communications

Reports to: Director of Communications

FSLA Status: Full-time Exempt

Date: October 19, 2022

Job Description

Under the direction of the Director of Communications, the Manager will conceive and design a variety of print and digital communications/marketing projects, website enhancements, and other branded materials. The Manager will also publish posts and maintain social media sites in accordance with the Social Media calendar. They must possess graphic design skills, basic web technical know-how, print production experience, and an eagerness to contribute to the mission and grow in this role. They must possess social media knowledge to ensure the publishing of creative, consistent content on all platforms, including Facebook, Twitter, Instagram and LinkedIn; with the goals of growing an audience, building brand awareness and ultimately increasing donations.

Job Responsibilities

1. Help communicate Habitat for Humanity Seminole-Apopka's mission, vision and value in the community and its position as the local community's Hometown Habitat.
2. Manage creation and distribution of digital and published materials, such as newsletters, e-newsletters, drip campaigns, website materials, social media posts, blog posts, fundraising pages, videos, mailers, event materials, eblasts, homebuyer and financial education program materials, and volunteer recruitment collateral, in accordance with the communications plan.
3. Help ensure all communication is consistent, accurate, data driven, current, timely and supports a culture of philanthropy.
4. Manage social media channels by creating and posting, responding to and engaging with current and potential community partners, followers, homeowners, and supporters.
5. Cultivate new social media and other online followers, grow audience, respond to comments and reviews.

6. Monitor site metrics, analytics and oversee creative design.
7. Assist in website maintenance.
8. Interview, write Future Homebuyer stories for posting and story bank.
9. Other duties, as assigned.

Skill Requirements:

1. Strong ability to work with individuals of diverse backgrounds and age.
2. Ability and willingness to interact professionally with employees, board members, clients, and the community.
3. Desire and ability to be part of a dedicated nonprofit team.
4. Ability to handle stressful situations in a reasonable, calm manner.
5. A belief in and passion for creating affordable housing in our community.
6. Attention to detail; project management skills; highly organized.
7. Ability to work independently and to prioritize, multi-task and follow through with minimal direction.
8. Interest and desire to learn how to be an impactful nonprofit professional.
9. Strong communication skills (verbal, written and presentation).
10. Mastery of grammar, punctuation, syntax, etc.
11. Graphic design skills, such as Adobe Illustrator. Video skills helpful.
12. Knowledge of social media tools: Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.
13. Knowledge of website management.
14. Knowledge of email marketing systems, such as Constant Contact.
15. Comfortable with computer applications and web-based applications.
16. Demonstrated hands-on experience and proficiency with computer applications including MS Office Suite: Outlook, Word, Excel.

Language Skills

High Skill - Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

Mathematical Skills

Intermediate Skill - Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability

High Skill - Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Customer Service

No matter one’s job responsibilities or title, all employees of the Habitat Seminole-Apopka affiliate play a vital role in stewardship of all volunteers and donors. Everyone has a role in creating a positive workplace, while creating a fun and meaningful experience for volunteers. We honor the time, talent, and treasure of each contributor. Every volunteer is an extension of our workforce team, and together we build strength, stability, and self-reliance through shelter.

All duties are performed with excellence with particular attention to customer service both internal and external. Internally customer service includes co-workers, Future Homebuyers, Board of Directors, and volunteers. Externally customer service includes phone inquiries and donors. Everyone we have a connection to is a potential donor or volunteer and can be presented with engagement opportunities such as giving monetary gifts and volunteer time.

Disclaimer

The above is intended to describe the general content of and requirements or the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

Required drug screening and background check, this position does NOT require periodic random re-screening in accordance with our drug free, vehicle and HR policies.

Print Name

Signature

Date

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M. Robinson - October 19, 2022
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