



## ESSEX COUNTY HABITAT FOR HUMANITY

**Job Title: Marketing and Communication Director**

**Reports to: Executive Director**

**Job Type: Full Time / Exempt**

**Salary: \$56,000-\$60,000**

### **Basic Function:**

The Marketing and Communications Director will work to increase the profile of Essex County Habitat for Humanity, encompassing all areas of marketing including multimedia communications, public relations, print materials, social media, and the website. The Marketing and Communications Director will work with colleagues to help set the strategic direction for messaging and manage communications across all media and through public appearances and events.

### **Responsibilities and Duties**

- Lead communications and marketing efforts for all aspects of the organization: driving new donors, volunteers, and ReStore donors and shoppers.
- Create and implement annual marketing and communications plan.
- Work with the Director of Charitable Giving to support the strategy development, design and implementation of all materials to increase the number of donors and prospects.
- Market services to low-income homebuyers and homeowners, including creating plans in compliance with Affirmative Fair Housing Marketing requirements.
- Partner with Habitat volunteers, including the Marketing and Advocacy Committee, to expand the reach of our efforts.
- Develop organizational messages and determine appropriate content delivery for messages and audiences.
- Design and produce impactful print, web, email, social media, and advertising collateral.
- Plan and implement special events – Dedications, Groundbreaking, fundraising, advocacy, ReStore promotions, etc. partnering with key ECHFH team members, including promotion, event execution, media coverage, and audience follow-up.
- Raise the public profile of affordable housing and Habitat by supporting an advocacy program, including building and supporting relationships with local officials.
- Manage public relations and public outreach.
- Maintain website to ensure timely, accurate, and informative content; create SEO-friendly content and execute website updates when appropriate.
- Implement active social media campaigns, including editorial calendar design and regular content creation and response on affiliate and ReStore sites.
- Design collateral materials for print and web, including: newsletters, reports, invitations, flyers, posters, ads, and other ancillary pieces.
- Organize participation and represent ECHFH at community events to increase public awareness of and support for the organization.
- Manage organization's IT services, including oversight of contracts and vendors.
- Develop and track key metrics for marketing efforts and adjust strategy as needed. Provide monthly KPI reporting.



**Position Requirements:**

- Demonstrated track record of developing and implementing integrated marketing and communications campaigns.
- BA in Marketing/Communications or related field.
- Strong working knowledge of the Microsoft Outlook Suite of products.
- Experience in Adobe Suite and digital photography and videography.
- Thorough knowledge of marketing concepts is necessary, including internet/online marketing channels and ability to use social media effectively in a business environment.
- Excellent communication, presentation and interpersonal skills.
- Maintain valid driver's license and reliable transportation.

**Schedule:**

- Typical work days are Monday-Friday. Evenings and weekends will be required for events and meetings.

**Physical Demands:**

This position requires regularly working in an office setting, working at a computer, using a telephone, and other office equipment, and occasional participation at retail and construction sites. While performing the duties of this job, the employee is regularly required to talk and hear. The employee must occasionally lift and/or move items that weigh more than 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Travel:**

This position will regularly report to work at sites throughout Essex County. Rarely, travel for meetings outside the region may be required. Remote work is possible up to 60% of work schedule.

**Success metrics:**

- Increased website traffic, social engagement, and earned media coverage.
- Increased number of volunteer inquiries and new volunteers.
- Increase in new and returning individual and corporate donors and Gifts-in-Kind.
- Increased number of donors to and shoppers at the ReStores.
- Increased attendance at Habitat events, including participation by media and key public officials.