

POSITION DESCRIPTION: Marketing and Public Relations Manager
DEPARTMENT: Development
POSITION TYPE: Full-time
FLSA Status: Non-Exempt, Hourly
THIS POSITION IS SUPERVISED BY: Director of Development



JOB SUMMARY: The Marketing and Public Relations Manager is responsible for the creation and implementation of a robust marketing and communications plan to increase awareness of Habitat's mission and to grow support for that mission with donors, volunteers and potential applicants.

PRIMARY RESPONSIBILITIES & DUTIES:

1. Marketing and Communications:

- a. Raise the visibility of Habitat through the development and implementation of a comprehensive marketing and communications plan to meet the goals of the strategic plan. Create and implement strong storytelling components including professional writing, social media, and video.
- b. Oversee the content management of the affiliate's website, ensuring that all information is dynamic, current, and correct while tracking metrics to identify trends.
- c. Maintain an effective presence on social media platforms to include but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- d. Develop and execute an effective media relations plan. Write and circulate press releases, track exposure, and maintain results-driven relationships with media.
- e. Design and implement a plan and all materials to connect prospective applicants with the Habitat program.
- f. Coordinate, promote, and facilitate home dedications.
- g. Provide special events and outreach logistical support and design presentations and marketing materials for use at such events.
- h. Manage the affiliate's brand, upholding branding guidelines, and collaborate with staff to promote a strong, cohesive brand of the affiliate and all its departments.
- i. Lead the affiliate staff in the production of the annual report, newsletters, brochures, fundraising materials, videos, future homeowner bios and responsibility for producing the final product.
- j. Develop materials, content, and tools for raising funds to support the Habitat mission.
- k. Act as a voice of Habitat including but not limited to media representative and making presentations to church, civic, and community groups who wish to learn more about Habitat.
- l. Manage marketing and advertising budgets for affiliate, in coordination with Development Director.
- m. Lead communications committee and coordinate volunteers.
- n. Establish with the Executive Director key performance indicators to measure success of initiatives.

2. Public Relations:

- a. Work with the Director of Development as well as the Communications and Development Committees to participate in and support fundraising activities.
- b. Analyze current Public Relations and Outreach programs and fundraising activities, and initiate, and generate new programs and ideas.
- c. Work on special giving and sponsorship programs such as special events, direct mail campaigns, capital campaigns, etc.
- d. Develop and design major donor solicitation and gift plans as requested.
- e. Coordinate mailings.
- f. Special event support as needed.

3. Other duties as assigned

WORKING CONDITIONS:

1. The work hours may vary to accommodate responsibilities. Primary works hours are weekdays from 8:30 am – 4:30 pm, however evening and weekend hours may be required from time to time. Hours to be determined in accordance with the changing needs of the affiliate; currently 37.5 hours per week.
2. Primarily indoor work, but occasional outdoor work.
3. Physical Requirements: Must be able to see, hear and speak. Intermittent sitting and standing, and occasional stooping. Must be able to operate computer, keyboard, and other office equipment; Occasional light lifting up to 25 lbs. The noise level in the work environment is typically low to moderate.

Requirements for Employment

1. Personal character and values:

- Adherence to and enthusiasm for the mission, vision and core values and beliefs of Habitat for Humanity of Evansville
- Strong commitment to community service
- Work well as a team member

2. Education and Professional Experience:

- BA or BS degree in Marketing/Communications/Journalism/Business preferred or equivalent experience
- Demonstrated success in interpersonal relationships with emphasis on ability to build relationships with donors, volunteers, future and current homeowners, and community leaders.
- Professional writing and storytelling skills
- Ability to work efficiently in an unsupervised environment while juggling multiple tasks and deadlines.
- Must be proficient in Microsoft Office, mass mailing merges, mass e-mail programs such as Salesforce, Constant Contact, Google Analytics, Google, Adobe Creative Suite, WordPress, HTML, and video production.
- Ability to produce communication tools such as programs, invitations, brochures.
- Monitor and adopt the latest communication trends such as social media and how to optimize design for those platforms.

3. Other Requirements

- Pass an FBI background check

COMPENSATION

- Salary is commensurate with experience and knowledge
- Health, Dental and Vision Insurance available – Affiliate pays 60% of enrolled employee's premium
- Life Insurance
- Simple IRA and employer match
- Generous paid time off and holidays
- Flexible schedule

FORWARD RESUME AND COVER LETTER TO:

Dan Douglas, Director of Development

Habitat for Humanity of Evansville, Inc., 560 E. Diamond Avenue, Evansville, IN 47711; ddouglas@evansvillehabitat.org

(812) 423-5623