



Marketing & Communications Manager Job Description

**Full-time, exempt position
40 hours per week, Reports to Director of Development**

Job Summary: The Marketing and Communications Manager is responsible for spearheading all marketing and branding activities on behalf of Holston Habitat for Humanity. This includes working across all departments to ensure adherence to HFHI branding guidelines, promoting Habitat programs externally, expanding digital reach, creating print and digital materials, event promotion, and ultimately creating a successful strategy that will grow engagement of volunteers, donors, and organizational stakeholders.

Responsibilities:

Social Media & Digital Marketing

- Act as organization's main Administrator on all social media pages, answering messages and monitoring post interactions and trends
- Create content to share across all organizational social media pages, including Facebook, Instagram, and LinkedIn
- Work with supervisor to determine budgets for boosting posts across social media depending on content
- Capture video and photo footage in the field of volunteers, customers, donors, Habitat families, board members, and staff, with the end goal of building and maintaining a "bank" of high-quality photos and videos to use for various marketing purposes
- Pursue Google Grants so that Holston Habitat can better utilize Google Ads to boost SEO
- Increase the volume of website blog posts by working with the Holston Habitat staff to identify topics of interest and then creating a schedule for increased posting. Utilize understanding of SEO to use specific language, hashtags, and strategies that increase website traffic
- Collaborate with the ReStores on strategy to promote merchandise, draw in foot traffic, and advertise special sales and events

Graphic Design & Branding

- Create and implement an annual marketing campaign, with the advisement of the Director of Development and the Executive Director, synthesizing organizational marketing goals and specific strategies to meet said goals
- Create and update promotional materials in collaboration with the Director of Development. This will include brochures, postcards, fliers, digital graphics, etc. to promote events and sponsorship opportunities
- Keep informed on Habitat for Humanity International's Branding Guidelines, ensuring Holston Habitat is aligned with all key messaging and branding criteria
- Finalize Holston Habitat's transition to new HFHI branding colors in logos and marketing materials

Volunteer & Program Support

- Craft, edit, and distribute the monthly e-newsletter
- Assist with ReStore or volunteer-focused events and booth/table set up such as the Volunteer Appreciation Dinner, Women Build, ReArt at the ReStore, etc.
- Work with the Volunteer Manager to "divide and conquer" across multiple work sites during busy seasons to deliver lunches/refreshments and to engage with volunteers (another opportunity for photos & video)
- Other duties as assigned

Requirements:

- High School diploma required, technical, A.D, or four-year degree preferred
- Must be proficient in Microsoft Office products
- Strong understanding of social media platforms, including Instagram, Facebook, and LinkedIn
- Demonstrated history and familiarity with content-creation sites such as Canva

- Excellent written and verbal communication skills, ability to interact with people of all ages and backgrounds

Knowledge, Skills, Abilities

- Enthusiastic, energetic, creative, and detail-oriented
- Refined organizational skills with an ability to multitask projects and events
- Self-motivated, able to work independently with minimal supervision
- Experience with photography and/or videography desirable
- Must be comfortable working in a faith-based organization

Work Environment and Conditions: Job duties are performed primarily at a desk at the Holston Habitat main office in Kingsport, with occasional tasks performed in the field such as home visits, Groundbreaking & Home Dedication Ceremonies, etc. Working from home is permissible occasionally with approval from a supervisor. Willingness to travel within the service area (Washington, Carter, Sullivan counties in TN and Bristol, VA) and use of personal vehicle is required.

Criminal background check and sex offender registry check required.

Workplace Benefits:

- 10 paid holidays;
- Generous paid time off (PTO) package; PTO includes all vacation, personal, and sick time which is given in a bank at the beginning of the calendar year;
- Culture of flexibility & understanding with working from home as needed, and shifting hours worked to accommodate life events;
- Laptop provided for work use;
- Mileage reimbursement for personal vehicle use for work purposes;
- Criminal background check, sex offender registry check, and drug tests required;
- Rate of Pay is commensurate with experience and qualifications.

To Apply:

Please email your resume with a cover letter outlining your applicable experiences to Lkelly@Holstonhabitat.org. Applicants will only be contacted if they are invited to interview for the position. Applicants should be prepared to provide examples of marketing materials in their portfolio.

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