



## **Habitat For Humanity Greater Cincinnati**

**Position:** Marketing Coordinator

**Type:** Full Time, Hourly

**Manages Others:** No

**Reports To:** Marketing and Communications Officer

### **POSITION SUMMARY**

We are looking for a creative, mission-driven, data-minded individual to join our Habitat for Humanity team. The Marketing Coordinator helps to advance the mission and organizational goals of Habitat for Humanity of Greater Cincinnati. With a strong focus on the ReStore, this role will implement and manage marketing strategies to increase brand awareness, donor and customer engagement, and increase revenue—directly supporting our mission by funding more opportunities for affordable homeownership in our community.

The ReStore Marketing Coordinator is a member of the Development and Communications Department. Work outside normal business hours, including weekends, is sometimes required for events and to accommodate volunteers and partners.

### **POSITION RESPONSIBILITIES**

Assist in the development and implementation of the annual marketing plan to increase awareness, lead generation, foot traffic, and sales of all HFHGC ReStores.

#### **Digital Marketing**

Oversee the ReStore's digital presence on websites including [habitatcincinnati.org](http://habitatcincinnati.org), social media, and email communication in collaboration with the Marketing and Communications Officer and ReStore leadership team.

- Monitor and update [habitatcincinnati.org](http://habitatcincinnati.org) website with to be optimized for search and user experience.
- Assist in creating, implementing, and managing digital marketing strategies such as weekly email newsletters, sale promotions, ad campaigns, and loyalty campaigns.
- Work closely with the Marketing and Communications team and ReStore leadership team to maintain and grow our social media communities on Instagram, Facebook, and TikTok.
- Create and publish engaging content, build strong ad campaigns, and tell compelling stories of HFHGC and the ReStore's impact and community of shoppers, donors, and volunteers.
- Monitor inventory posts by ReStore Managers on Facebook and offer guidance and improvements.
- Monitor Google reviews.



### **Content Creation**

- Work collaboratively with the Marketing and Communications team to create, implement, and maintain the content calendar that supports the overall communications goals of the organization with an emphasis on ReStore.
- Write compelling copy and messages that support digital and traditional marketing initiatives such as blogs, ads, flyers, emails, and posters.
- Design print collateral, digital assists, and templates that follow Habitat's brand guidelines and support campaigns, sales, and other store initiatives.
- Create and support the creation of visual assets such as photography and videography, graphic design to grow and support the visual expression of ReStore's brand. Regularly visit the ReStore locations to gather information and take pictures/video.
- Assist the Marketing and Communications team in developing and executing key content initiatives.

### **Project and Event Management**

- Lead the planning, coordination, and execution of ReStore programs, campaigns, and events, including:
  - Launching, growing, and managing ReStore's donor and customer loyalty program.
  - Providing strategic marketing support for seasonal sales and events.
  - Providing strategic marketing support and materials for the ReStore Outreach Team.
  - Support Habitat's volunteer team in growing our ReStore volunteer programs with materials, assets, and campaigns.

### **Data Analysis**

- Leverage tools such as Google Analytics, Mailchimp Analytics, and Meta for Business to track and evaluate key performance indicators (KPIs) across all marketing initiatives.
- Build reports and offer recommendations for improvements.
- Research industry trends and tools, audience personas, and marketing best practices to inform strategy development.

### **Collaboration**

- Be an active member of the Communications and Development team. Support organization-wide events and initiatives (Home Dedications, Rock the Block, Affinity Builds, and Annual Report) as needed.
- Regularly report out and solicit feedback on current and future projects and events with ReStore's Leadership, the Development Team, and key stakeholders.
- Work closely with ReStore staff and leadership team to coordinate marketing efforts that will support their goals.

### **Brand Management**

- Safeguard the Habitat brand in coordination with the Marketing and Communications Officer.
- Maintain the "brand voice" in all marketing and communications and through engagement with various Habitat audiences.

\*Other duties as assigned



## **QUALIFICATIONS**

- Bachelor's degree or equivalent experience. 2 years of relevant experience with communications, marketing, and/or graphic design is a plus
- Digital marketing and social media experience required
- Valid driver license with a good driving record
- Experience in retail marketing is highly desired
- Familiarity with nonprofit organizations is a plus
- Strong written and oral communication skills
- Highly communicative and collaborative
- Proficient in design and video software such as Canva, Adobe Creative Cloud, and CapCut or similar programs.
- Experience with social media and website management tools is desired.
- Excellent organizational skills with an ability to prioritize and manage multiple tasks and a variety of demands
- Strong self-motivation and the ability to work effectively with people across multiple locations and job functions.
- A strong belief in the organization's mission and vision

We are an equal opportunity employer

## ***LIMITATIONS AND DISCLAIMER***

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.