



Habitat For Humanity Greater Cincinnati

Position: Marketing and Communications Coordinator

Type: Full Time, Hourly

Manages Others: No

Reports To: Marketing and Communications Officer

Position Summary

Under the supervision of the Marketing & Communications Officer, the Marketing and Communications Coordinator plays a vital role in advancing Habitat's mission and organizational goals. Through a range of marketing and communications activities, the Marketing and Communications Coordinator will help build the Habitat for Humanity of Greater Cincinnati brand. Activities will support all departments and organization functions, with an emphasis on content creation/execution, social media, and digital fundraising for the Habitat for Humanity of Greater Cincinnati brand.

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

Position Responsibilities

Storytelling & Content Creation

- Work collaboratively with the Marketing and Communications Officer to create, implement, and maintain the HFHGC content calendar that supports the overall communications goals of the organization.
- Lead content creation and storytelling by identifying stories that support HFHGC's communications goals.
 - Develop content ideas and manage projects from start to finish.
 - Regularly visit build sites and other locations to gather information, pictures, and videos.
 - Interview homeowners, homebuyers, repair participants, sponsors, and other stakeholders. Capture stories through video and writing.

Publications

- Draft, assemble, and coordinate regular email communications including monthly newsletters and fundraising emails. Work across departments to compile information and meet deadlines. Manage distribution lists.
- Lead the design and layout of print and digital assets including printed newsletters, fundraising assets, one-pagers, templates, and event materials.

Website, social media, and email



- Develop, implement, and regularly evaluate social media strategy for all HFHGC social media accounts including the habitatcincinnati.org blog.
- Assist with website updates and SEO, including events, blog posts, and content updates.
- Evaluate industry trends and tools and make strategy recommendations.

Media & Public Relations

- Assist with drafting news releases and media advisories.
- Research industry trends and identify new PR activations and engagement opportunities.

Donor Communications Support

- In collaboration with the Marketing and Communications Officer and fundraising team, develop, implement, and evaluate digital fundraising campaigns.
- Design, implement, and evaluate automated digital communication touchpoints for donors and volunteers.
- Deliver and track corporate sponsorship benefits in accordance with donor agreements.
- Create, print, and install sponsor signage.

Events

- Ensure that events are documented through photo and video and shared across HFHGC media channels. Take pictures and video at events when needed.
- Coordinate the design, printing, and distribution of print and digital materials.
- Coordinate event marketing.

Support Program Recruitment and Marketing

- Manage, track, and organize Habitat branded SWAG and resources for outreach events. Includes coordinating staff requests for items, maintaining inventory, and management of the Development Closet.
- Assist in the creation, printing and distribution of program recruitment and signage materials.
- Assist with ReStore marketing when needed as delegated by the ReStore Marketing Coordinator.

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. 1-2 years of relevant experience with communications, marketing, and/or graphic design is a plus
- Valid driver license with a good driving record
- Experience in a nonprofit organization is highly desired



- Familiarity with nonprofit organizations, fundraising techniques and sponsorship activation
- Excellent interpersonal and communication skills, both written and oral, which transcend diverse audiences
- Exceptional storyteller and writer
- Working knowledge of Adobe Creative Suite including, InDesign, Lightroom, Premiere Pro (or similar video editing software) preferred.
- Detail-oriented with strong planning skills
- Initiative and independence in carrying out responsibilities
- 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 as a team member
- Ability to work effectively with people of diverse backgrounds and promote a positive working environment and spirit of collaboration
- 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.