



Job Title *Marketing & Communications Strategist*
Reports to Chief Program Officer

The **Marketing & Communications Strategist** is responsible for developing and implementing all Habitat Broward marketing and external communications, driving effective and engaging messages and visuals across media outlets and contributing to Habitat Broward's voice, presence, and reputation in the community. In collaboration with the Chief Program Officer, they will drive big-picture strategy for Habitat Broward's marketing and communications efforts annually, including developing best practices for content development and dissemination, leading external communications, and building Habitat's local brand through its website and social media presence.

Strategy Development and Branding Management (30%)

- Develop and manage Habitat Broward's marketing and communications output and calendar.
- In conjunction with the Chief Program Officer, develop strategic organizational messaging, identify and develop compelling stories and content that reflect the organization's strategic priorities, messaging, and image.

Key Responsibility: Marketing Oversight (30%)

- Oversee and contribute to the creation of accurate, compelling marketing materials ensuring assets are disseminated and leveraged through all appropriate channels. Materials may include proposals, brochures, one-pagers, reports, signage, digital content, video and presentations.
- Ensure Habitat Broward's website reflects all organizational priorities, brand, tone, and messaging.

Establish procedures, guidelines, dashboards, and other marketing-related process improvements tools.

- Monitor performance of marketing tactics, constituent feedback, and market trends; interpret results to inform fundraising and marketing strategies.

Key Responsibility: Media Relations & External Communications (30%)

- Maintain effective communications with internal and external stakeholders to ensure awareness, engagement, and cohesion.
- Support media inquiries and media relations, arranging interviews and statements.
- Build and maintain relationships with press and media contacts, and act on opportunities for earned media.
- Draft media advisories, press releases, editorials, remarks, and event scripts.
- Work with the Chief Program Officer to develop, produce, and publish print and digital communications pieces and campaigns, including the annual report, appeal letters, newsletters, event publications, social media posts, and website enhancements.
- Manage and set strategy for the organization's Communications Calendar.

Key Responsibility: Leadership and Teamwork (10%)



- Collaborate with Chief Program Officer to determine need for and manage the Habitat Broward Marketing Committee
- Maintain a “team first” outlook, supporting the success of the team and the mission in attitude, ideas, and actions; lead by example and with active, creative input for growing and improving the organization.
- Assist with Development team standards and process enhancements.
- Support complementary initiatives.
- Engage with all members of team, program participants, and core volunteers.

Required:

- Bachelor's degree.
- 3 – 5 years of marketing and communications experience, including but not limited to strategic communications, front-end website administration, graphic design, public relations, and social media content delivery.
- Organization, attention to detail, ability to work independently with minimum supervision.

* High level of computer literacy, including familiarity with Microsoft Office and Constituent Relationship Management * (CRM) databases

- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro) or other design software.
- Excellent writing, analytical, and research skills, with the ability to draw useful conclusions from data sets.
- Personable, customer-oriented; ease working with others and with delegating.
- Must work well under pressure and with changing priorities.
- Confidentiality with sensitive information.
- Understanding and enthusiasm for Habitat for Humanity’s vision and willingness to advocate for its mission.
- Understanding of challenges and opportunities facing marginalized and low-income communities or willingness to learn.

Preferred:

Nonprofit experience.

Hours: Full-time/40-hours per week. Flexible hours with occasional evening and weekends required. Some work may be completed remotely.

Submit compelling cover letter and resume to hr@habitatbroward.org with “Marketing & Communications Manager – Your Name” in the subject line by 08/27/2021. Only successful applicants will be contacted for interviews. No phone calls please.