



**Date:** 11/23/21  
**Job Title:** Marketing Communications Specialist  
**Classification:** Regular, full-time, exempt  
**Salary:** \$45,000 to \$49,500 DOE  
**Application Closes:** When Filled

Habitat for Humanity of Snohomish County (HFHSC) brings people together to build homes, community, and hope. Working alongside each other, we help families and individuals build and improve places to call home and achieve the strength, stability and self-reliance they need to build better lives for themselves. Habitat seeks individuals who have a willingness to affirm these principles and values.

The Marketing Communications Specialist works to build the public profile and brand awareness of HFHSC. The position is the primary steward of the Habitat brand for our affiliate in producing high quality communication products to increase engagement with the general public and key constituencies. This position helps to communicate key messages and increase monetary, volunteer and in-kind support. The Marketing Communications Specialist is responsible for creating content for a variety of communication channels including the web site, social media, print collateral and visual media. It also works to build partnerships of mutual benefit with community groups and organizations.

## **Responsibilities**

### Content management and communication production

- Above all else, gather and convey inspiring “storytelling” content that engages and attracts donors, volunteers and other key constituents. Work with homeowners and volunteers to share their stories in a professional manner.
- With input from HFHSC managers, build and maintain a quarterly calendar of communication activities that support organizational objectives.
- Create and maintain a robust presence and generate positive engagement on social media. Manage schedule of online advertising and monitor performance of advertising investments made.
- Maintain and advance the HFHSC web site, keeping its content timely and appealing. Recommend layout and design revisions that keep the content accurate and compelling.
- Produce a bi-monthly e-newsletter and periodic broadcast emails.



- Produce other print and digital materials as needed, including flyers, brochures, posters, postcards, other. Work with volunteer graphic designers as needed.
- Maintain Constant Contact lists, making sure new donors and constituents are added on a regular basis.
- Working with the Annual Giving Manager and Resource Development Director, plan and deploy a targeted communication plan that supports the annual Raise the Roof fundraiser, driving attendance and financial results.
- Write and distribute periodic press releases. Maintain current media list.
- Take photographs of HFHSC building projects, events and volunteer activities for use in all communication vehicles. Take periodic video footage of same.
- Adhere to brand guidelines set out by HFHI and advise managers and staff on the correct use of the Habitat brand.
- Working with the Annual Giving Manager, be responsible for the fulfillment of event and program sponsor benefits, accurately recognizing their support in applicable communication channels.
- Maintain a well-organized library of photography and other visual assets.
- Publicize partnerships and large donations from vendors, suppliers, foundations and corporations.

#### Community Outreach

- Help extend HFHSC's reach into the community by building connections with key constituency audiences and organizations. These include business and civic/service groups, government entities, colleges, church associations and veteran groups.
- Build and maintain a toolkit of powerpoints and materials that can be used at presentations to community groups and elsewhere.
- Work with the Resource Development Committee and Executive Director to identify and build connections with groups and schedule speaking opportunities. Support volunteers and senior leadership in preparation for speaking engagements.
- Engage partner organizations in publicizing HFHSC events and initiatives
- Maintain community contact lists and work with others to maintain timely information on interactions with community groups in Little Green Light.



### **Qualifications**

Habitat Snohomish is seeking an effective and energetic communicator who has at least three years experiencing in marketing communications or public relations, preferably in a nonprofit, education, or public service environment. We seek a highly organized and detail-oriented self-starter who can work well in both a team setting, as well as independently, in a complex and fast-paced environment. An ideal candidate will have:

- A bachelor's degree in Journalism, Communications, Public Relations or Marketing, or equivalent education/experience.
- At least three years experience in a high-performance communications team focused on achieving the marketing and public relations objectives of an organization.
- Experience in producing a wide array of communication products, both digital and print. Solid track record in web sites and social media preferred.
- Strong proficiency in using various social media platforms (Facebook, Instagram, Twitter, YouTube, etc)
- Basic video editing skills helpful.
- Demonstrated graphic design skills preferred. Ability to take photographs and video required.
- Demonstrated skill in software platforms: expertise with MS Office suite, including Word, Outlook, PowerPoint, and Excel; Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat), Constant Contact, Loomly (or other social media scheduling tool), WordPress, Canva, Google Analytics.
- Strong written and verbal communication skills
- Initiative, creativity, flexibility, and enthusiasm
- The confidence, warmth and professionalism required to work effectively with board members, donors, prospects, sponsors, vendors and others.
- A strong passion for our mission and framework
- A driver's license – some driving will be required for event work.

### **Compensation Benefits**

**Habitat for Humanity Snohomish County provides a comprehensive benefits package including but not restricted to:** Medical, dental and vision benefits; paid vacation, sick leave and holidays.

HFHSC is an Equal Opportunity Employer and is committed to building an inclusive, diverse, and accessible workplace. We strongly encourage and seek applications from women, people of color, and bilingual and bicultural individuals, as well as members of the LGBTQ +/MOGAI communities. Applicants shall not be discriminated against because of race, religion, sexual orientation, gender identity, ethnicity, age, disability, or political affiliation

**To apply, send a resume, cover letter, and three references to:** [Jobs@habitatsnohomish.org](mailto:Jobs@habitatsnohomish.org)

