

## **Marketing - (Full-Time, Exempt)**

Do you have a passion and drive to apply your talents to make a difference? Are you looking for an employer that understands the importance of having a work-life balance? Habitat for Humanity of New Castle County is seeking a talented professional to serve as its Marketing & Communications Manager in support of our vision of a world where everyone has a decent place to live.

### **MISSION**

We seek to put God's love in action by building homes, community, and hope.

### **VALUES**

Perseverance, Honesty, Commitment, Sharing God's Love, Win-Win, Community, Impact

### **POSITION SUMMARY**

The Marketing Manager is responsible for developing and implementing all Habitat for Humanity of New Castle County's (HFHNCC) marketing, external and internal communications, driving effective and engaging messages and visuals across media outlets, and contributing to HFHNCC's voice, presence, and reputation in the community. In collaboration with the Director of Development, you will drive the big-picture strategy for HFHNCC's marketing and communications efforts annually, including developing best practices for content development and dissemination, leading external communications, organizing special events, and building Habitat's local brand through its website and social media presence.

**REPORTS TO** Director of Development (DOD)

### **JOB RESPONSIBILITIES/ KEY ROLES**

#### **Marketing:**

Support the development and management of HFHNCC's comprehensive marketing plan to meet HFHNCC's goals.

Manage HFHNCC's social media accounts. Research, plan and implement social media and marketing campaigns to achieve organizational objectives including fundraising, volunteer recruitment, and promoting ReStore donations and sales.

Conduct email marketing campaigns ensuring relevant and revenue-generating content is delivered to targeted audiences through Constant Contact.

Create and design branded collateral, including but not limited to brochures, flyers, online and print ads, posters, and signage.

### **Communications:**

Develop materials, digital and print content, and tools for awareness of Habitat for Humanity of New Castle County.

Establish media relationships by pitching stories through written press releases, successfully securing media coverage in television, radio, print, and digital news outlets.

### **Event Planning**

Plan and coordinate special HFHNCC events including the Annual Breakfast and Fall Golf Outing.

### **Administration:**

Provide accurate marketing and communications reports to the DOD using Donor Perfect and other software programs.

Additional duties as assigned by Director of Development.

### **QUALIFICATIONS:**

Bachelor's degree from an accredited college or university in marketing or another related field; or equivalent professional experience. Five years of successful, measurable marketing experience and strong event planning experience.

Proficiency using Windows operating systems and Microsoft Office products, Constant Contact, Canva, Hootsuite, DonorPerfect is desirable. High-level proficiency with social media platforms (primarily Facebook, Instagram, Twitter, and YouTube).

Excellent communication skills, both listening and speaking, able to present information and converse with donors, volunteers, and peers.

Critical thinking and analytical skills to process data related to current and potential donors, and volunteers.

Attention to detail, including strong command of grammar, editing/proofing skills, and ability to write with a consistent voice/style.

Flexible, collaborative, and adaptable to consistent change.

How to apply: Send cover letter, resume, and three samples of work such as Constant Contact email newsletter, social media post, brochure, etc.) to Kathi Barber at [kbarber@habitatncc.org](mailto:kbarber@habitatncc.org)

