

Marketing & Communications Manager – Job Description

Reports to/Accountable to:

- Vice President, Strategic Partnerships & Community Relations

Summary and Scope:

The Marketing and Communications Manager reports to the VP, Strategic Partnerships & Community Relations, and is responsible for creating, implementing, and delivering high-quality communications and marketing strategy and tactics through all channels to effectively describe and promote the organization and its programs and services, build brand recognition, raise cause awareness, maintain and attract supporters, and drive participation in fundraising initiatives to support the approved 10-year Strategic Plan and goals of HHHMD.

Communications efforts will include stewardship and execution the strategic marketing plan, strategy and content planning and creation for social media, event planning and management, including support to various team departments such as the Volunteer and Fundraising portfolios. This role is a highly active daily role that requires attention to detail, excellent communications skills and the ability to work under complexities and deadlines. Some work may be required outside of normal hours to manage events as needed.

Responsibilities:

- Work with HHHMD staff team and external partners to support the Strategic Plan goals and execute the developed Marketing Plan
- Develop and deliver marketing/informational materials, including newsletters, press releases, targeted emails, articles, videos, and media opportunities to share HHHMD brand and information regarding its programs and services
- Oversee that all communications and community engagement efforts and strategies provide a consistent, engaging, targeted, and impactful message and are aligned with Habitat Canada's brand guidelines and HHHMD's brand strategy
- Manage quality assurance of the organization's content for its communication channels and digital platforms, including email, website, and social media accounts, as well as in printed materials
- Present ideas and strategies that help to strengthen the HHHMD brand and are aligned with the Strategic Plan
- Participate in the management, and execution of fundraising initiatives

- Promote collaboration within the communications team to deliver effective communications and marketing strategies to promote the organization's programs, events, and fundraising initiatives.
- Build and maintain solid relationships with the internal team to better develop, manage, and facilitate strategic communications and initiatives designed to meet organizational goals
- Work proactively and inclusively to support productive relations with all staff and volunteers at HHHMD
- Effectively present ideas, analytics and outcomes to the Senior Executive Leadership.
- Track and manage the communications and marketing budget
- Ongoing research of the sector and target audiences to stay up to date on industry trends.
- Stay informed of developments in the field of marketing and communications, within and outside the sector, to foster ideas and innovation
- Prepare detailed communications and community engagement plans and summary activity reports
- Oversee the implementation of the social media strategy, monthly/weekly content calendar development and social media campaigns
- Manage the Marketing and Communications coordinator and other staff
- Continuous development of an effective social media strategy that seeks to improve and evolve to achieve set goals
- Flexibility to attend special events outside of regular working hours
- Follow all health and safety protocols
- Other work duties as assigned.
- Always represent Habitat HMD with a positive and passionate attitude.

Core Competencies:

- **Service Excellence** – results oriented with a track record of achieving goals.
- **Communication** – relationship builder with ability to establish rapport with diverse constituents. Collaborative team player who can work effectively within a dynamic, mission-driven organization.
- **Innovation** – creative thinker with the ability to develop innovative strategies for communication and engagement.
- **Problem Solving** – strong problem-solving skills and ability to adapt to changing circumstances.
- **Project Management** – excellent project management skills, capable of coordinating multiple campaigns and events.

Requirements

Qualifications, Education, and Experience:

- Post-secondary degree or diploma in Business, Marketing, Communications, and Public Relations, or a relevant field
- A minimum of 5 - 7 years' experience in a similar role
- Proven experience leading and managing various internal and external partners
- Strong experience in creating, writing/editing, proofreading, media management and delivering professional communications content, including written, graphic, and video across social media channels
- Prior experience working in a not-for-profit organization particularly in housing, is an asset
- Experience in planning and executing communications strategies with clear targets, and a proven track record of accomplishments

Knowledge & Skills

- Strong knowledge of communication best practices, techniques, and technologies, both written and oral, for campaign development across multiple platforms
- Expertise in creating content and strategies for multiple social media platforms, with excellent working knowledge of Instagram, Facebook, Twitter, and LinkedIn
- Proficient with different project management, email automation, and analytics tools a strong asset
- Experience with execution and management of online paid advertisements a strong asset
- Demonstrated experience and working knowledge of SEO, key performance indicators, measurement tools, Canva and/or Adobe and Google Analytics preferred.
- Collaborative team player
- Ability to adapt to change
- Passion for Habitat for Humanity's mission

Working Conditions:

- Hybrid work model where employees will work in-office and remotely
- Required to travel to multiple locations
- Travel to meet with clients offsite as required
- Work is typically contained to an office environment however offices are attached to ReStore warehouses (which are open to elements)