



**Position: The Marketing Specialist** will work on a wide range of internal and external communications and events that contribute to the affiliate’s voice, presence, and reputation in the community. The individual will lead the timely physical execution of materials for outreach events, fundraising campaigns, marketing for the ReStore, as well as the design and management of owned and earned channels – social media, Habitat website and other related platforms, LinkedIn, email.

Full-time position, reports to Executive Director

Ideally, a candidate would be enthusiastic, curious and organized with experience in media content management. Additionally, the candidate would bring a strong understanding of audience and events to the role, helping to craft thoughtful experiences for target constituent groups.

### **To Apply**

After reviewing the full position description below, please submit compelling cover letter and resume to [susanw@habitatpowhatan.org](mailto:susanw@habitatpowhatan.org) with “Marketing Specialist – Your Name” in the subject line by. Only successful applicants will be contacted for interviews and interviews will take place on a rolling basis. No phone calls, please

### **Position Description**

Work with leadership to develop the external annual communications/outreach plan. Collaborates with leadership to craft internal communications that engage and educate staff on initiatives.

Collaborate with leadership to identify and develop compelling stories and external content that reflect the organization’s strategic priorities, messaging and image. Develops and maintains archives of photos and videos for the past year for each of our programming areas. Collects/takes/gathers new images and video and updates these libraries.

Collaborates with leadership to physically produce content for promoting the organization’s fundraising initiatives.

Manage external-facing communication, ensuring brand requirements are met and key messages are clear.

Develop and coordinate in-house and paid marketing, including advertising campaigns, website, and social media, blogs, search engine optimization, etc.

Maintain, update and use website and social media channels to develop and reinforce the organization's mission and vision and engage with consumers (Facebook, Instagram, LinkedIn) as well as our QGiv platform products for Habitat events and affinity builds

Ensure appropriate communication and marketing strategies for Habitat events and manage social, print and online components for those events

Coordinate some events as discussed with leadership

**Other details:**

While a hybrid position, this job will require time spent in Powhatan for two to three days a week

Ability to work with a wide spectrum of people in a collaborative way.

Integrity, organization, attention to detail, ability to maintain confidentiality.

Valid driver's license and ability to travel as needed. Access to a car is required to fill some of the duties of this position. Background check will be performed.

Willingness to maintain the flexible work schedule necessary to fulfill the responsibilities of this position, including some evenings and weekends as needed but scheduled in advance

Habitat for Humanity Powhatan is an equal opportunity employer. This organization does not discriminate in employment and personnel practices based on race, sex, age, handicap, religion, national origin or any other basis prohibited by applicable law.