



Job Title: Communications and Marketing Director
Reports to: Executive Director
FLSA Status: Exempt

POSITION SUMMARY

The Communications and Marketing Director supports HHFH's mission, vision and values by:

- increasing community awareness and maintaining the favorable public image of HHFH through public relations, communications, marketing, events and other representation of HHFH; and
- exhibiting a commitment to our community, social perceptiveness, excellence, collaboration, innovation, respect, accountability and ownership.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

- Develops and implements communications strategies and tactics to engage the community, supporters, volunteers, staff and other stakeholders;
- Leads or supports implementation of fundraising and other events such as the Building a Dream Luncheon, home dedications, donor/volunteer appreciation and Global Village and helps ensure that they are within budget and meet revenue objectives;
- Identifies and solicits prospects for in-kind donations for events, materials and other communications and marketing related services;
- Creates and promulgates press relations, including content creation, promotion and tracking and image protection;
- Collaborates with other HHFH staff to create, execute and manage marketing collateral and initiatives including direct mail and thematic builds;
- Creates and manages website, social media and other online content to enhance the image of, raise funds for and promote events and programs of HHFH, including the HHFH ReStores;
- Creates and manages email communications to stakeholders, including regular newsletters;
- Assists management in preparation of image/brand initiatives to promote HHFH and respond to concerns that may impact the positive image of HHFH;
- Assists management in communications with staff, Board, sponsors, volunteers and general public;
- Coordinates home dedications and other homebuyer and/or homeowner events and/or programs;
- Adheres to the budget set by management and the Board of Directors;
- Supervises communications and marketing staff and works with the entire management team; and
- Performs other duties, projects and activities as assigned by management.

EDUCATION, EXPERIENCE & SKILLS REQUIRED

- Bachelor's Degree in journalism, communications, marketing, business or related field;
- At least five (5) years' experience in communications, marketing or related field;
- Excellent communication skills, both written and verbal;
- Bilingual in English and Spanish
- Excellent time management and organizational skills;
- Willingness to engage in "hands-on" work as needed to meet objectives
- Excellent event planning skills;
- Attention to detail and ability to set and adhere to schedules;
- Strong customer service and people skills;
- Analytical and organizational skills;
- Creativity and flexibility to adjust to new situations and changing needs;
- Ability to work extended hours, including some weekends and evenings;
- Ability to work independently and on a team.
- Ability to perform essential functions of job which include both indoor office and outdoor settings.

TECHNICAL SKILLS REQUIRED

- Exemplary MS Office skills;
- Website management a plus;
- Working knowledge of basic graphics design and CMS platforms; and
- Working knowledge of current social media platforms and interactive marketing.

PHYSICAL REQUIREMENTS

- Must be able to perform essential functions of job. Reasonable accommodation is available; and
- Regular and frequent exposure to outdoor weather conditions (hot, humid, rain, and cold).

**To apply for this position: Email your resume to: bbaildon@houstonhabitat.org
Please include the position title "Communications Director" in the subject line.
No Phone Calls Please**

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