



Position: Marketing and Communications Manager
Reports to: Development Director
Status: Full-time salaried with benefits
Work Environment: Hybrid position working in-person and virtual sessions with flexibility. Monday-Friday with various evenings and weekends due to special and community events

Organization Description

Will County Habitat for Humanity is a locally run affiliate of Habitat for Humanity International, a nonprofit, ecumenical Christian housing organization. Will County Habitat for Humanity works in partnership with a wide range of partners to build affordable housing that fits the community. The houses are sold to qualifying families at no profit and with an affordable mortgage. Will County Habitat is in the midst of substantial growth and development. We are a midsized affiliate with an aggressive growth plan that will more than double the number of families we served since 1988 in the next ten years. We are seeking to make a long-term impact on the supply of affordable housing in Will County and the lives of Habitat homeowners.

Summary Job Description

In this position you are a part creating life-changing experiences, immersing yourself in the heart of the community, and collaborating with a dynamic team that makes things happen. The Marketing Communications Manager oversees all Will County Habitat for Humanity (WCHFH) and ReStore marketing and external communications efforts, driving effective and engaging messages and visuals across media outlets and contributing to Will County Habitat for Humanity's voice, presence, and reputation in the community. In collaboration with the Development Director, the Marketing and Communications Manager will drive big-picture strategy for WCHFH's marketing and communications efforts annually, including developing best practices for content development and dissemination, leading external communications/media relations, refining our local brand and messaging, and overseeing WCHFH's website and social media presence.

The Marketing Communications Manager is responsible for developing and executing strategic marketing initiatives to promote Habitat for Humanity's mission, programs, and events. This role involves creating compelling marketing materials, managing digital and traditional marketing campaigns, and enhancing the organization's visibility and engagement within the community.

Key Responsibilities:

- Strategy & Planning--Develop robust and innovative marketing communications and public relations campaigns and plans for WCHFH programs, Joliet ReStore, corporate initiatives and special events.
- Develop and manage WCHFH's overall communication strategy and content calendar.
- Work closely with Director of Development to produce deliverables that ensure annual fundraising goals are achieved. (Deliverable examples; Promotional materials, videos, photo books, PowerPoint presentations, banners, newspaper ads, brochures, invitations, signage, recaps, promotional giveaways, etc.)
- Monitor and evaluate outcomes of existing strategies and measure outcomes over time.
- Lead the strategy and direct the activities and traffic to generate engaging digital content for Will County Habitat for Humanity's website and email channels that leads to measurable action.
- Create a monthly newsletter that engages volunteers and donors.

- Use storytelling to increase employee, volunteer and donor engagement, tailoring content towards different strategic goals, translating executive vision statements into easily consumable material, putting together clear narratives and measuring the success of each story
- Plan and implement a social media strategy to increase brand awareness, to recruit/engage volunteers, donors and market special events
- In conjunction with Development and other team members, develop strategic organizational messaging, and identify and develop compelling stories and content that align with the various projects having to do with Habitat partners, special events, and overall organization messaging
- Support the planning and promotion of HFH events, community outreach activities and volunteer events
- Coordinate event marketing efforts to maximize awareness, attendance and impact
- Develop, create and distribute the annual report

Implementation

- Implement the Organization's marketing strategies and communications activities, both external and internal.
- Attend WCHFH and community events.
- Create and set strategy for the organization's program and event calendar.
- Responsible for the achievement of the goals and objectives of the Marketing Communications Plan, including public relations outreach.
- Adhere to annual budget.

Media Relations

- Communicate with media regularly. Build and maintain relationships with press and media contacts, and act on opportunities for earned media with a focus on print stories.
- Serve as press liaison for programs, and events.
Create all media advisories, press releases, opinion pieces, etc.
- Work with the Executive Director to manage media inquiries and arrange interviews, statements etc.
- Leverage thought leadership opportunities to position WCHFH as affordable housing expert in the county.
- Create and track a contact list of all media contacts.

Branding/Creative/Storyteller

- Collaborate with Development team in the creation of various fundraising campaigns and donor engagement, event marketing and stewardship strategies.
- Develop print and digital content to support – and in collaboration with -- each of the six functional areas of the organization: resource development, housing services, retail (ReStore), government and community partnerships, real estate and construction, and volunteer engagement.
- Support direct marketing efforts (digital and mail), led by the COM- Collaborative Operating Model.
- Prioritize content strategy execution and target marketing for a variety of audiences.
- Create content for advertising for the organization and ReStore.

- Create branding materials for job sites, ReStore, events, vehicles, etc.
- Work with Habitat Partners to create collateral materials that tell their story and showcase the partnership.

Knowledge, skills, and abilities requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

- Knowledge of and commitment to the Habitat for Humanity concept, principles, and covenant
- Knowledge of planning and organizing marketing campaigns
- Able to write marketing plan, reports, correspondence, and communications. Ability to effectively present information to employees, management, and volunteers and function as a problem-solver
- Able to relate to all types of people and levels in and outside the organization.
- Position requires an individual who can schedule multiple priorities and complete tasks in a timely manner
- Able to take initiative and demonstrate leadership skills with a team attitude to meet organizational needs

Professional qualifications & Experience

The ideal candidate will have....

- The ability to be a problem solver
- Experience developing marketing and communications campaigns and plans and evaluating their outcomes
- Experience working collaboratively with external marketing and communications vendor
- Experience successfully strategizing, planning, evaluating and leading during a period of organizational growth
- A flexible schedule to be able to attend community and affiliate events
- Must be proficient in Microsoft Office, social media platforms, email and web - WordPress
- Organized and able to work independently and collaboratively to multi-task in a fast-paced environment
- Experience in marketing, PR, and fundraising writing
- Experience with mass marketing/communications, digital fundraising, audience segmentation, social media, press releases, prepared remarks drafting, and other forms of marketing writing.
- Affordable housing and/or not-for-profit background a definite asset
- Excellent interpersonal, written, and verbal communication skills
- Excellent leadership, management and team-building skills
- Self-motivated team player with strong organizational, and time management skill

Will County Habitat for Humanity is an equal opportunity employer.

How to Apply:

Please submit your resume and salary requirements to via email to: Careers@habitatwill.org