



An Equal Opportunity Employer working in a drug-free environment

Position: Marketing & Communications Coordinator
Classification: Salary (exempt)
Status: Full time
Salary Range: \$47,000 - \$52,000
Supervisor: Chief Programs & Administrative Officer

Summary

Reporting to the Chief Programs & Administrative Officer and in partnership with other departments and organization staff, the Marketing and Communications Coordinator will be responsible for planning and executing the organization's content marketing strategy to promote key aspects of Passaic County Habitat for Humanity's (PCHFH) work, including the creation of compelling content and messaging, and identifying strategically important platforms, channels, and initiatives for delivering that content and messaging. The Marketing and Communications Coordinator must be committed to supporting cultural diversity, equity, and inclusion in the workplace and among the communities we serve.

Responsibilities

Responsibilities include but are not limited to the following:

- Through traditional and social media channels, develop, coordinate, and execute all mailings, appeal letters, newsletters, emails, and donor stewardship communications, including copywriting, and production in conjunction with other staff.
- Plan and execute all marketing and communication tactics, including content creation, website, print, direct mail, email, video, and social media.
- Communicate PCHFH's mission, impact, and message with the purpose of providing materials for cultivating, soliciting, and stewarding all stakeholders, including donors, volunteers, ReStore customers, staff, partner families, potential homeowners, and the public.
- Collaborate with the Passaic County Habitat ReStore to create and drive a marketing and communications strategy.
- Manage and execute online content and presence for the PCHFH's websites.
- Develop and implement an annual, comprehensive, written marketing plan to support PCHFH's goals with strategies and benchmarks for direct mail, online giving, social media engagement, and traditional marketing.
- Facilitate media and other relevant external partner relationships. Drafts press releases, media advisory, communications, and facilitates accurate and complete coverage of PCHFH activities.
- Work with all departments to support their marketing and communications needs.
- Maintains and reviews all communications for branding and consistency adhering to Habitat for Humanity International's brand guidelines.

Qualifications

- Bachelors Degree in Communications and/or Marketing strongly preferred.
- Minimum of 1 – 3 years of marketing and communications experience.
- Excellent written and verbal communication skills.
- Must have a thorough understanding of social media management and strategy.
- Experience in design, communications, and marketing.
- Experience with Adobe Creative Suite, MailChimp or similar service provider, Microsoft Office, and social media platforms; ability to utilize Canva and database management software (Salesforce).
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Working knowledge of Microsoft Office including Excel, & Word, and all Social Media platforms.
- Previous nonprofit experience is preferred.