



# Marketing and Events Specialist

**Overview:** Habitat for Humanity Chicago is a nonprofit affordable homeownership organization that partners with families and neighborhood residents to build homes and revitalize communities. Our service area includes Chicago and parts of Cook County. We are currently building on Chicago's South Side. We seek an enthusiastic, curious, and organized candidate to join our growing team.

**Position Summary:** The Marketing and Events Specialist manages all Habitat Chicago marketing efforts, driving effective and engaging messages and visuals across media outlets. S/he designs Habitat collateral and brings it to the public, interacting with supporters and demonstrating the value of Habitat Chicago to the communities we serve. Additionally, the Marketing & Events Specialist works across teams to deliver high-quality event experiences to volunteers and donors. This role organizes and ensures the smooth operation of marketing efforts and events, from planning to implementation.

**Key Responsibility: Marketing Content & Asset Creation (35%)**

- Develop high-quality creative assets, collaborating with internal and external designers and copywriters when necessary.
- Create a range of accurate, compelling marketing materials and communications, ensuring assets are disseminated and leveraged through all appropriate channels.
- Research and write engaging and impactful content, incorporating strategic messaging in press releases, newsletter articles, social media posts, letters, speeches, proposals, reports, and presentations.
- Manage and maintain content/image updates to website pages.
- Develop strategies that amplify community voices and translate messaging across platforms and audiences.
- Work with vendors and development team members to create and review motivating donor appeal and advocacy campaigns.

**Key Responsibility: Marketing Tactic Development & Execution (35%)**

- Develop and manage marketing strategies and tactics.
- Coordinate and maintain effective communications with internal and external stakeholders to ensure awareness, engagement, cohesion, and aligned implementation of marketing tactics.
- Manage day-to-day activities that lead to the completion of projects and tasks.
- Establish procedures, guidelines and other marketing-related process improvements tools.
- Assess and manage the online peer-to-peer fundraising tool; create user guides and implement outreach efforts to ensure that tool maximizes touch-point opportunities.
- Build professional relationships with writers, reporters, and social media influencers; respond to inquiries, and conduct follow-up with media sources.
- Monitor performance of marketing tactics, constituent feedback, and market trends; interpret results to inform fundraising and marketing strategies.

**Key Responsibility: Event Management (20%)**

- Using project management fundamentals, drive all aspects of event planning, day of execution, and post-event follow-up.
- Work cross-functionally to develop event materials, communications, and talking points.
- Create and manage event budgets, including cost projections and vendor negotiations.

Habitat for Humanity Chicago | 1100 W Cermak Rd., Ste. 404, Chicago, IL 60608  
habitchicago.org | 312-563-0296

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- Design, order, and pack event signage and materials, meeting brand standards.
- Coordinate event staffing needs and volunteer trainings, including event schedules and role assignments.
- Collaborate with Corporate Partnerships team to ensure that sponsorship benefits are tracked and fulfilled.

## **Key Responsibility: Leadership and Teamwork (10%)**

- Collaborate with Development Director to reestablish and manage the Habitat Chicago Marketing Committee.
- Maintain a “team first” outlook, supporting the success of the team and the mission in attitude, ideas, and actions; lead by example and with active, creative input for growing and improving the organization.
- Assist with Development team standards and process enhancements.
- Support complementary initiatives as needed with advice and/or by taking on defined responsibilities.
- Engage with all members of team, program participants, and core volunteers.

## **Qualifications**

### *Required Knowledge & Skills*

- Media relations experience required.
- Organization, attention to detail, ability to work independently with minimum supervision.
- High level of computer literacy, including familiarity with Microsoft Office and Constituent Relationship Management databases (Salesforce preferred).
- Proficiency with Adobe Creative Suite (InDesign, Illustrator, PhotoShop, Premiere Pro) or other design software.
- Excellent writing, analytical, and research skills, with the ability to draw useful conclusions from data sets.
- Personable, customer-oriented; ease with working with others and with delegating.
- Must work well under pressure and with changing priorities.
- Confidentiality with sensitive information.
- Enthusiasm for nonprofit fundraising and willingness to proactively seek best practices and new ideas.

### *Preferred Knowledge & Skills*

- Experience in one or more of the following areas preferred: website administration, graphic design, event planning, project management, public relations, social media strategy.
- Website administration, event planning, and/or project management skills.
- Understanding and enthusiasm for Habitat for Humanity’s vision and willingness to advocate its mission.
- Understanding of challenges facing populations with low incomes or willingness to learn.

### *Education & Experience*

- Bachelor’s degree plus 3 years relevant experience or 5 years relevant experience
- Nonprofit experience highly preferred.



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**Position Details:**

**Reports to:** Development Director

**Hours:** Full-time/40-hours per week. Flexible hours with occasional evening and weekends required. Some work may be completed remotely.

**Environment:** The Habitat Chicago office is located at Cermak Rd. and Carpenter St. in Chicago. It is accessible by car or by public transit. The Marketing and Communications Manager will have a desk, computer, and phone line in an open office environment. This position may require occasional off-site meetings and activities.

**Conditions:** Ability to lift 25 pounds, ability to work at a computer for long periods of time, ability to travel to off-site locations.

**Compensation:** Salaried position ranging from \$50,000-\$53,000 annually, depending on experience. 30+ vacation/sick/personal days per year. 90% employer paid health insurance; access to dental, vision and 401k plans.

**FLSA Status:** This position is overtime exempt under the Fair Labor Standards Act (FLSA).

**To Apply:** Submit compelling cover letter and resume to [lauren.youngblood@habitatchicago.org](mailto:lauren.youngblood@habitatchicago.org) with "Marketing and Events Specialist – Your Name" in the subject line by 10/11/2019. Only successful applicants will be contacted for interviews. No phone calls please.

**Successful Habitat team members share the following characteristics:**

- **Trust:** You invest in your fellow team members and you do what you say you will do. You thrive on constructive feedback and have a high level of integrity.
- **Commitment:** You have a "go above and beyond" attitude; nobody here works just for a paycheck.
- **Engagement:** You embrace bringing people to the Habitat mission.
- **Innovation:** You are a creative problem solver who works across teams.
- **Curiosity:** You express curiosity and reserve judgment.
- **Achievement:** You love results and hate excuses. You will help Habitat Chicago grow to be a leading organization.

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