



# Marketing & Communications Manager

**Overview:** Habitat for Humanity Chicago (Habitat Chicago) is a nonprofit organization that works to champion healthy neighborhoods by investing in resident priorities, supporting homeownership, and building quality homes. We believe in a world where everyone has a decent place to live and we invite people of all backgrounds to work towards this vision together in our two focus neighborhoods of West Pullman and Greater Grand Crossing.

**Position Summary:** The Marketing & Communications Manager oversees all Habitat Chicago and ReStore Chicago marketing and external communications efforts, driving effective and engaging messages and visuals across media outlets and contributing to Habitat Chicago's voice, presence, and reputation in the community. In collaboration with the Development Director, they will drive big-picture strategy for Habitat Chicago'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 Habitat Chicago's website and social media presence.

**Key Responsibility: Strategy Development and Branding Management (30%)**

- Develop and manage Habitat Chicago's organizational marketing and communications strategy and tactics, as well as the content calendar.
- In conjunction with the Development Director and other members of the team, develop strategic organizational messaging, identify, and develop compelling stories and content that reflect the organization's strategic priorities, messaging, and image.
- Develop strategies that amplify community voices and translate messaging across platforms and audiences. Manage deliverables for the Communications and Engagement Coordinator and ReStore Social Media Assistant by overseeing their job plan; communicating job expectations; planning, monitoring, and evaluating results; and coaching and providing opportunities for professional development.

**Key Responsibility: Marketing Oversight (30%)**

- Oversee and contribute to the creation of accurate, compelling marketing materials ensuring assets are disseminated and leveraged through all appropriate channels. Materials may include proposals, brochures, one-pagers, reports, signage, and presentations.
- Ensure Habitat Chicago's website aligns with the organizational priorities, brand, tone, and messaging.
- Establish procedures, guidelines and other marketing-related process improvement tools.
- Monitor performance of marketing tactics, constituent feedback, and market trends; interpret results to inform fundraising and marketing strategies.

**Key Responsibility: Media Relations & External Communications (30%)**

- Maintain effective communications with internal and external stakeholders to ensure awareness, engagement, and cohesion.
- Act as point person for media inquiries and proactive media communications, arranging interviews and statements.
- Build and maintain relationships with press and media contacts, and act on opportunities for earned media.



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- Draft all media advisories, press releases, opinion pieces, speeches and remarks, and event scripts.
- Work with the Communications & Engagement Coordinator and ReStore Social Media Assistant to develop, produce, and publish print and digital communications pieces and campaigns, including the annual report, appeal letters, newsletters, event publications, social media posts, and website enhancements.
- Manage and set strategy for the organization's Communications Calendar.

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

- Supervise the Communications & Engagement Coordinator and ReStore Social Media Assistant to establish clear and effective expectations, goals, and role differentiation.
- Collaborate with Development Director to determine need for and manage the Habitat Chicago Marketing Committee or skilled volunteers.
- 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*

- 3 – 5 years of marketing and communications experience, including but not limited to website administration, graphic design, public relations, and/or social media strategy.
- At least 2 years of management/supervision experience.
- 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 (CRM) 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 working with others and with delegating.
- Must work well under pressure and with changing priorities.
- Confidentiality with sensitive information.

### *Preferred Knowledge & Skills*

- Understanding and enthusiasm for Habitat for Humanity's vision and willingness to advocate for its mission.
- Understanding of challenges and opportunities facing marginalized and low-income communities or willingness to learn.
- Demonstrated interest in and/or knowledge about diversity, equity and inclusion (DEI) efforts.

### *Education & Experience*

- Bachelor's degree



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- Nonprofit and retail marketing experience highly preferred.

## **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 \$58,000 - \$62,000 annually, depending on experience. 30+ vacation/sick/personal days per year. 90% employer paid health insurance; access to dental, life, 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 [helen.quach@habitchicago.org](mailto:helen.quach@habitchicago.org) with "Marketing & Communications Manager – Your Name" in the subject line by 10/08/2021. 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 values a diverse and inclusive workplace and strongly encourages women, people of color, LGBTQ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.

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, sexual orientation, gender identity, age, handicap, religion, national origin or any other basis prohibited by applicable law.

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