



SENIOR MARKETING AND COMMUNICATIONS MANAGER

LOCATION:
Chicago, IL

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 three focus neighborhoods of West Pullman, Greater Grand Crossing, and Austin.

Position Summary: The Senior Marketing and 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, the Senior Marketing and Communications Manager 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, and 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 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 and ensure 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.

Habitat for Humanity Chicago | 1100 W Cermak Rd., Ste. 404 | Chicago, IL 60608
habitatchicago.org | 312.563.0296



6/2022

- Draft all media advisories, press releases, opinion pieces, speeches and remarks, and event scripts.
- Work with the Communications & Engagement Coordinator 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 to establish clear and effective expectations, goals, and role differentiation.
- 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*

- 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.
- Excellent writing, storytelling, analytical, and research skills.
- Proficiency with project management and evidence of successfully leading projects start to finish.
- 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.
- Personable, customer-oriented; ease working with others and with delegating.
- Excellent time management skills; 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
- 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.

Habitat for Humanity Chicago | 1100 W Cermak Rd., Ste. 404 | Chicago, IL 60608
habitatichicago.org | 312.563.0296



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 Senior 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 \$70,000 - \$75,000 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 exempt from the overtime provisions of the Fair Labor Standards Act (FLSA). It does not earn overtime or compensatory time for additional time worked.

Training: The position will begin with an onboarding period to become familiar with the organization's work and policies; they will be trained on the specifics of the role through a combination of in-person, online and written trainings and will be expected to take the initiative to review materials as needed and seek understanding of new developments in order to perform their responsibilities.

To Apply: Submit compelling cover letter and resume to helen.quach@habitatchicago.org with "Senior Marketing & Communications Manager – Your Name" in the subject line by 07/08/2022. Only successful applicants will be contacted for interviews. No phone calls please.

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.