

POSITION DESCRIPTION

Classification

Exempt

Reports to

Vice President of Marketing & Communications

Summary/Objective

The Marketing & Communications Coordinator is responsible for assisting the Vice President of Marketing & Communications with the development, implementation and evaluation of the marketing, public relations, and communication strategies, including aspects of brand management, marketing, print and electronic communications, graphic design, and social media/website management for Habitat for Humanity Greater Orlando & Osceola County. The position is also responsible for brand integrity, internal and external messaging, blogger relations and media relations.

Essential Functions

1. Development, implementation and evaluation of a comprehensive marketing plan for Habitat Orlando & Osceola with specific focus on creating a social media editorial calendar and print/electronic marketing materials
2. Manage Habitat Orlando & Osceola's web presence and maintain the website ensuring that information is dynamic, current, and correct while tracking metrics for monthly reporting
3. Create and execute online campaigns in partnership with the Vice President of Development
4. Create daily content and track metrics for social media platforms (Facebook Page, Twitter, Instagram, YouTube, LinkedIn)
5. Make recommendations for new platforms that the Habitat Orlando & Osceola should be utilizing to stay relevant
6. Create and implement a blogger relations strategy
7. Support Habitat Orlando & Osceola's graphic design needs for printed marketing materials (signage, store displays, emails, flyers, mailers, etc.)
8. Coordinate the work of freelance designers, copywriters, editors, and web developers as needed
9. Act as the assistant editor for print, audio, video, and e-communications through coordination with the Vice President Marketing & Communications
10. Facilitate the monthly Habitat Orlando & Osceola e-newsletter and occasional email blasts to targeted audience through MailChimp
11. Create clear and concise messaging to be used when speaking, writing about, or presenting Habitat Orlando & Osceola
12. Providing Habitat Orlando & Osceola staff and volunteers with training on campaign implementation, messaging, and brand guidelines
13. Responsible for ensuring brand integrity

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Competencies

1. Passionate about the Habitat for Humanity mission and purpose
2. High energy and the ability to function effectively with a minimum of daily direction and support. Can solve problems and make decisions independently in a creative and effective manner
3. Proficient in Microsoft Office Suite and Adobe software (Photoshop, InDesign, Illustrator)
4. Knowledge of basic HTML, website design and management (WordPress platform)
5. Ability to work on multiple projects at once in a fast-paced environment
6. Ability to project manage within a team
7. Can solve problems and make decisions independently in a creative and effective manner
8. Strong understanding of social media marketing and some experience using these channels (Facebook, Twitter, Instagram, Yelp, YouTube, and LinkedIn)
9. Excellent presentation and verbal communication skills
10. Ability to write and edit written and digital communications and professional copy
11. Familiarity with branding best practices

Supervisory Responsibility

This position supervises department interns.

Work Environment

This job operates in a professional office environment and at various event sites. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. This position may require working in various weather conditions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position requires extended periods of sitting and standing. The employee must also occasionally lift and move up to 25 pounds.

Position Type/Expected Hours of Work

This is a full-time position, and hours of operations are Monday through Friday, 9 a.m. to 5 p.m. some early mornings, evenings and weekends may be required.

The primary focus of this role is Construction, Fundraising, Volunteer Management, Community Development and Homeowner Services, 20% each.

Travel

Travel is primarily local during business hours, though there may occasionally be events after hours and on weekends; mileage is reimbursed.

Required Education and Experience

Bachelor's degree in Marketing or related field and at least two years' experience in Marketing with graphic design knowledge.



Marketing & Communications Coordinator

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Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Office Location:

4116 Silver Star Rd. Orlando, FL 32808

To Apply:

Please send resumes and cover letters to employment@habitorlandoosceola.org

All resumes will be reviewed upon receipt.

HGO is an equal opportunity employer and seeks to employ and assign the best qualified personnel for all our positions in a manner that does not unlawfully discriminate against any person because of race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve national guard status, or any other status or characteristic protected by law.

12/11/2018