

# Marketing & Communications Coordinator

## POSITION DESCRIPTION

### Mission

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.

### Compensation

Starting at \$20/hour based on experience

### Benefits

- ✓ Health insurance - High deductible option paid 100% for employee only plus \$100 monthly HSA contributions = \$7,429.68/year
- ✓ Short- & long-term disability Habitat paid
- ✓ Life insurance 1x salary Habitat paid
- ✓ Voluntary dental, vision, supplemental life, EAP
- ✓ Retirement plan with match up to 5% after 1 year of service
- ✓ Paid holidays - 12 per year
- ✓ Flexible paid time off
- ✓ Telecommuting options
- ✓ Book and movie clubs
- ✓ Happy Hour onsite
- ✓ Snacks & Coffee Bar
- ✓ Wellness initiatives
- ✓ Public Service Loan Forgiveness Eligible Employer

### Classification

Nonexempt

### Reports to

Director of Marketing & Communications

### Summary/Objective

The Marketing & Communications Coordinator is responsible for assisting the Director of Marketing & Communications with the development, implementation and evaluation of marketing and communication strategies, including brand management, marketing, internal and external communications, graphic design, and social media/website management for Habitat for Humanity Greater Orlando & Osceola County. The Marketing & Communications Coordinator focuses on managing and creating content for our digital marketing channels, including social media and our websites. This role also develops and manages Marketing Communications projects across Habitat Orlando & Osceola's departments.

### Essential Functions

1. Help develop, implement and evaluate a comprehensive marketing plan for Habitat Orlando & Osceola with specific focus on growing our social media channels and websites
2. Support graphic design needs (signage, social images, email headers, flyers, etc.)
3. Manage web presence, producing content for and updating the websites ensuring that information is dynamic, current, and optimized while tracking metrics for monthly reporting
4. Manage social media platforms, create copy and graphics, track metrics, and recommend new platforms
5. Act as the assistant editor for stories, videos, and other communications
6. Work across departments -- Resource Development, Program Services, Construction, Operations and CEO -- and with our PR agency to create, manage and execute projects
7. Work collaboratively with colleagues and maintain strong relationships with external partners

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8. Simultaneously manage small, mid-size and large projects
9. Maintain a deep understanding of Habitat Orlando & Osceola's departments, partners and key initiatives
10. Communicate regularly with Director of Marketing and Communications and Content & Design Specialist
11. Create and deliver results/recap reports on content performance
12. Ensure brand integrity

### Competencies

1. Passionate about the Habitat for Humanity mission and purpose
2. Outstanding written and oral communication skills, with mastery of AP style
3. Creative, highly organized, detail-oriented and love solving problems while welcoming responsibility and challenges
4. Ability to function effectively with a minimum of daily direction and support
5. Experienced in Microsoft Office Suite and Adobe graphic design software (Photoshop, Illustrator, InDesign)
6. Experienced in WordPress. Web and user interface design experience preferred, with basic knowledge and experience working in HTML and CSS
7. Ability to work on multiple projects at once in a fast-paced environment
8. Strong understanding of social media marketing and experience using Facebook, Twitter, Instagram, YouTube, LinkedIn and TikTok
9. Ability to work directly with people from diverse racial, ethnic, and socioeconomic backgrounds
10. Ability to work autonomously and in collaborations with others, project manage
11. Strong organizational and time management skills
12. Familiarity with branding best practices

### Supervisory Responsibility

This position has no supervisory responsibility.

### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job in an office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

### 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. While performing the duties of this job, the employee is regularly required to use hands, reach with hands/arms, listen, and communicate. The employee must be capable of lifting and/or moving up to 15 pounds on a necessary basis and will occasionally be required to stand and walk for extended periods of time consistent with a typical office environment.

### Position Type/Expected Hours of Work

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

### Travel

Travel, if any, is primarily local during business hours and mileage is reimbursed.



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### Required Education and Experience

Bachelor's degree in marketing, communications, graphic design, public relations or related field or at least four years of experience in marketing with graphic design and website management experience  
Must obtain Anti-Money Laundering certificate within first 90 days: training provided by Habitat

### 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

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### To Apply:

Please send resume and cover letter to [employment@habitorlandoosceola.org](mailto:employment@habitorlandoosceola.org)

All resumes will be reviewed upon receipt.

*Habitat for Humanity Greater Orlando & Osceola County, Inc. 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.*

12/20/2022

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### Habitat Greater Orlando & Osceola County Core Values

WE... leads our core values as WE are a team operating together. WE are the foundation that the core values are built upon; these values do not apply to or represent just one of us -- they apply to all of us. Only as a team will we succeed.

#### Deliberate

- Planful – You look forward and work not only on what is in front of you, but also what is on the horizon.
- Measured – You pay attention to the little details that make a big difference.
- Levelheaded – You do things the right way, even when it's not the easy option.

#### Honorable

- Candid – You point out issues, along with possible solutions.
- Transparent – You own your mistakes and learn from them.
- Trustworthy – You do what you say you are going to do.

#### Nimble

- Empowered – You accept the independence and responsibility to excel.
- Creative – You integrate process improvements and innovations into project enrichment.
- Flexible – You welcome opportunities to broaden your skill set and gain new perspective.

#### Optimistic

- Positive – You embrace opportunities to positively elevate others.
- Fun – You work hard...but have fun doing it.
- Playful – You incorporate a spirit of adventure and playfulness into your work when appropriate.

#### Tenacious

- Diligent – You are mindful about the details and show care and enthusiasm for big and small projects alike.
- Dedicated – You champion perseverance in all that you do.
- Driven – You make sure that the job gets done even when there are obstacles or tight deadlines.