

## **Communications & Development Associate Job Description**

### **SUMMARY:**

The Communications & Development Associate effectively brands the organization and communicates the organization's mission and programs through management of the Habitat Wake website, social media channels, email marketing, other digital engagement and general marketing initiatives. The Communications & Development Associate will support the communications and fundraising goals of the department and affiliate including online giving, special builds and campaigns, sponsorships and donor communications. This position also provides support for the annual Blueprint Breakfast, Habitat Home Tour, Builders Blitz, Shack-a-Thon, Women Build and corporate-sponsored wall builds and home dedications.

This is a Full Time Non-Exempt position requiring flexibility to work evening and weekend hours as needed for meetings and special events. The Communications & Development Associate will likely spend on average at least five days per week, Monday – Friday (40 hour work week with eight-hour days).

### **ESSENTIAL FUNCTIONS:**

#### **Manage Habitat Wake Website**

- Serve as primary liaison for website and web host
- Update site content on a weekly basis and more frequently as needed
- Create content and follow content approval process
- Ensure that brand standards are reflected throughout website
- Manage all online donation gateways
- Manage optimization and track website analytics; help develop and implement strategies to increase engagement
- Recruit guest writers

#### **Manage Social Media/Digital Media Channels**

- Collaborate with development and communications team and other departments to create quarterly social media content calendar
- Strategically update Facebook, Twitter, Instagram and LinkedIn pages with relevant, shareable content appropriate for each medium; engage daily with followers
- Increase fans, followers, and overall community engagement
- Evaluate response to content and develop action plans based on data

#### **Support Habitat Wake Fundraising Events, Including the Habitat Home Tour, Blueprint Breakfast, Builders Blitz, Women Build, Shack-a-Thon and Home Dedications**

- Develop print and electronic marketing, event materials and signage
- Develop and implement strategic marketing plans to promote events and initiatives
- Take/edit photos, record video, capture testimonials, live tweet events

### **Create and Distribute E-Newsletters and E-Appeals**

- Write, edit, and design content of Habitat Happenings monthly electronic newsletter
- Assist with design and distribution of other e-newsletters
- Maintain electronic mailing list, segment list for targeted contacts, track response, and seek to increase readership/engagement
- Plan and implement Giving Tuesday appeals
- Plan and implement year-end fundraising e-appeals

### **Measure Analytics**

- Maintain weekly and monthly statistics for website, e-newsletter and appeals and social media
- Track community presentations and media appearances to measure impact and set goals and help develop strategies to increase engagement and overall effectiveness

### **Development and Communications Support**

- Coordinate and manage/support home dedications
- Manage Habitat Wake letterhead, envelopes, business cards and other materials for the affiliate at large, including designing materials, managing relationships with printers, and redesigning or reordering supplies when necessary
- Manage design, printing and sales of annual holiday cards
- Collaborate with other departments (such as family services, volunteer services, or the construction department) to design printed marketing materials
- Develop PowerPoint presentations
- Manage photo library
- Attend weekly meetings as an engaged, collaborative member of the Development and Communications team
- Provide other development and communication support as needed

### **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

- A strong passion for and commitment to the organization's mission, goals and accomplishments
- Strong written and oral communications skills, including writing and editing skills (Habitat Wake follows AP Style)
- Intermediate Microsoft Office Suite and Google skills
- Expertise in [wordpress.org/wordpress.com](http://wordpress.org/wordpress.com), HTML/CSS or Drupal (Drupal experience preferred)
- Proficiency in Adobe InDesign, Photoshop, and Illustrator (top priority: InDesign)
- Experience with content creation, social media (namely Facebook, Twitter, Instagram, LinkedIn) and management platforms (such as Sprout Social)
- Basic photography, photo editing, and video editing skills
- Knowledge of document and image conversion and manipulation
- Experience using an email marketing platform (preferably iContact Pro)
- Superb technical skills and willingness to learn new software programs and applications
- Exceptional attention to detail
- Ability to respond to unexpected opportunities or problems
- Ability to work with staff, donors, volunteers and homeowners
- Skill in using machines, equipment, and specialized tools used while performing work
- Ability to establish and maintain excellent working relationships with supervisor, co-workers, and other Habitat Wake staff

**SUPERVISORY CONTROLS:**

Employee is responsible for planning and carrying out assignments. Problems and deviations in assignments are handled in accordance with established policies and procedures. Individual works both independently and in a team environment and is responsible for the quality and technical accuracy of work produced. Formal reviews are held annually by management with input from internal and external auditors.

**GUIDELINES:**

Written instructions are provided, but not limited to, the Habitat Wake Employee Policy and Procedure Manual; Board/Affiliate Bylaws and Policy Manual; Affiliate Articles of Incorporation, Affiliate Financial Policies and Procedures, HFHI Quality Assurance Checklist; Affiliate Covenant with HFHI; and various other relevant public/private sector sources.

**COMPLEXITY:**

Responsibilities involve a variety of interrelated tasks. Procedures vary based upon management requirements. Strong ability in Google, Adobe Suite, Drupal or WordPress, and social media platforms will be essential with the ability to manage multiple projects under deadlines.

**CONTACTS:**

Employee has frequent contact with other Habitat Wake staff, clients, stakeholders, vendors, external private/public entities and government agencies.

**PHYSICAL DEMANDS:**

Light lifting (25 lbs or less)

**WORK ENVIRONMENT:**

Work is performed in an office environment, at special events, and on build sites.

**MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Bachelor's Degree in Journalism, Communications, Graphic Design, Marketing, Public Relations, or related field
- 3-5 years professional experience
- Excellent communication and public relations skills with a strong passion for the organization's mission.

\*This description covers principal duties only and is not intended to include all of the duties that may be assigned.

**NOTE:**

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of the position. All employees may have other duties assigned at any time.

We are an equal opportunity employer. Applications are considered for positions without regard to veteran status, uniformed service member status, race, color, religion, sex, sexual orientation, physical or mental disability, genetic information or any other category protected by applicable federal, state or local laws.

THIS COMPANY IS AN AT-WILL EMPLOYER AS ALLOWED BY APPLICABLE STATE LAW. THIS MEANS THAT REGARDLESS OF ANY PROVISION IN THIS APPLICATION, IF HIRED, THE COMPANY OR MAY TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY REASON, WITH OR WITHOUT CAUSE OR NOTICE.

**EMPLOYEE ACKNOWLEDGEMENT**

I, \_\_\_\_\_, Acknowledge Review of this Job Description.  
(Employee's Name – PRINT Name)

\_\_\_\_\_  
Employee's Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Supervisor's Signature

Date: \_\_\_\_\_