

## DIRECTOR OF COMMUNICATIONS

LOCATION: 2420 N. Raleigh Boulevard, Raleigh, NC 27604

SUPERVISOR: President/CEO

### SUMMARY:

Reporting to the President/CEO, the Director of Communications (DOC) will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate Habitat Wake's mission. The DOC will oversee marketing, communications, public relations and event related efforts. The DOC is responsible for managing all communication plans and building external relationship with Habitat Wake's constituencies, including media partners. The DOC will set and guide the strategy for all communications, the web site, public relations messages, and collateral to consistently articulate Habitat Wake's mission. The DOC will work closely with the Leadership group within the organization as the communications partner on a variety of strategic initiatives.

Habitat for Humanity of Wake County is a Christian organization that is proactively inclusive in all aspects of its work. The DOC needs to be able to communicate our faith-based mission proudly and in ways that promote our inclusive understanding of this mission. The DOC will also support our Advocacy efforts of raising awareness so that shelter is placed on hearts and minds in such powerful ways that poverty housing becomes socially, politically and religiously unacceptable.

This is a Full Time Exempt position requiring flexibility to work evening and weekend hours as needed for meetings and special events. The DOC will likely spend on average at least five days per week, Monday – Friday (40-hour work week with 8 hours days).

### ESSENTIAL FUNCTIONS:

- Manage all marketing, communications, graphic design and public relations needs for Habitat Wake.
- Supervise the team members in the communications department, provide leadership and strategic direction.
- Develop, implement and evaluate the annual communications plan across all audiences and among all departments at Habitat Wake.
- Develop strong relationships with media representatives, manage media relations and maximize media opportunities.
- Lead the generation of all online and print content, including collateral materials, to engage audience segments and lead to measurable actions.
- Oversee all communications needs related to special events, build sites and other affiliate wide activities.

### KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Knowledge of fund development theories, principles and procedures

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

**Together, We Build.**

**[www.HabitatWake.org](http://www.HabitatWake.org)**



# Habitat for Humanity®

## of Wake County

- Advanced written and oral communication skills
- Knowledge of donor database system, Raiser's Edge.
- Advanced knowledge of direct mail requirements and best practices
- Working knowledge of print, audio, and video production methods
- Ability to adjust work pace to maximize production without loss of work quality.
- Ability to establish and maintain excellent working relationships with supervisor and Habitat staff

### MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree in nonprofit management, business or related field
- 6 - 8 years of marketing and communications experience in the non-profit industry; or an equivalent combination of education, training, and experience.
- Excellent communication and public relations skills with a strong passion for the organization's mission.
- Self-motivated with the ability to work independently and as part of a team and with great energy and persistence. Experience working with diverse constituencies;
- Proven organizational skills including the ability to manage multiple tasks and projects simultaneously and produce high quality results quickly and on time;
- Critical thinking, problem solving, accuracy and attention to detail;
- Familiar with Microsoft Programs, Adobe, InDesign, Drupal, Sprout, Google, All social media platforms
- Valid Driver's License and clean driving history

### APPLICATION PROCESS:

- If interested, please email a cover letter, resume, and salary requirements to:  
[edmundoyanez@habitatwake.org](mailto:edmundoyanez@habitatwake.org)

### 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, 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 I MAY TERMINATE THE EMPLOYMENT RELATIONSHIP AT ANY TIME, FOR ANY REASON, WITH OR WITHOUT CAUSE OR NOTICE.

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