



Habitat for Humanity®
of Greater Newburgh

Communications & Marketing Coordinator

Overview

The Communications & Marketing Coordinator will be responsible for the implementation of the organization's communications and marketing activities including the creation of marketing materials; coordinating press relations, email marketing, monthly newsletters, website, and social media. This position reports to the Operations Manager and supports organization wide communications and marketing initiatives.

Responsibilities

- Cultivate and strengthen relationships with volunteers, partner families, and staff members through frequent site visits, event attendance, and photo/videography.
- Cultivate and manage relationships with the public, especially the media, keeping the Habitat brand and vision visible throughout the communities in which Habitat serves.
- Frequent photography of active construction sites, volunteers, families, events, and properties.
- Collaborate with staff to create materials that support all organizational outreach efforts for donors, volunteers, partner families, and other target groups as identified.
- Collaborate with Operations Manager and ReStore Manager to create and implement the marketing strategy for Habitat Newburgh and the Habitat Newburgh ReStore.
- Maintain a strong understanding of all Habitat Newburgh programs and activities, and be able to communicate about each effectively.
- Participate in bi-weekly team meetings where marketing and communication plans for fundraising and events are brainstormed and developed.
- Deepen and refine all aspects of communication—from web presence to external relations—with the goal of creating a stronger brand.
- Promote education & advocacy of Habitat Newburgh's programs and issues surrounding affordable housing.
- Participate in meetings, conferences, workshops, and training on behalf of the affiliate for the purpose of continued growth, learning, and leading best practices.
- Follow and steward Habitat International's Brand Builder Guidelines.

Web & Social Media

- Manage website, ensuring smooth operation and regularly updated information.
- Manage website event calendar and post-Habitat Newburgh events and program activities to online community calendars.
- Craft or coordinate blog posts and web content.
- Film, edit and distribute videos.
- Manage and grow social media presence, track engagement—Facebook, Twitter, YouTube, and Instagram.

Design

- Graphic designer of marketing and promotional materials, including flyers, invites, appeals, annual report, postcards, brochures, t-shirts, posters, signs, ads, slideshows & presentation materials, etc.
- Regular photography of volunteers, events, and activities.
- Work in collaboration with other departments to create effective and appealing materials to meet organizational outreach needs.
- Coordinate printing and production of materials.

Press

- Write and circulate press releases and media alerts, track exposure and maintain results-driven relationships with media.
- Manage up-to-date press list.
- Organize press conferences.
- Prepare press packets, coordinate interview opportunities, and liaise with press during events and program activities.
- Post events on Community Calendars.

Email Communications & Solicitations

- Draft, design, and deliver email appeals and announcements in accordance with the schedule. Collaborate with other departments for content as needed.

Skills & Experience

- Skilled communicator with excellent verbal, written, proofreading, and editing skills.

- Skilled in desktop publishing, particularly Adobe Creative Suite and MS Publisher.
- Skilled in photography and videography.
- Skilled in graphic design. Able to create appealing and effective materials incorporating feedback of collaborators.
- Experience with web-based email marketing platforms.
- Professional social media experience.
- Website management skills.
- Competency in Microsoft Word, Excel, PowerPoint and ability to learn new programs.
- Experience working with brand guidelines to build cohesive messaging and branding.
- Results and detail-oriented with the ability to multi-task and juggle multiple priorities and projects.
- Ability to deliver quality products on tight deadlines.
- Excellent presentation skills and ability to express ideas verbally and in writing.
- Knowledge and experience in the Hudson Valley community is preferred.
- Non-profit communications and marketing experience preferred (Candidates with transferrable business skills will be considered).
- A bachelor's degree required (preferably in Communications, Marketing, or related field).

Work Habits

- Collaborates with coworkers from different departments.
- Enjoys meeting new people and building relationships.
- Values a team-oriented approach to decision making and problem-solving.
- Clear and comprehensive understanding of mission, history, and vision of Habitat for Humanity for Greater Newburgh, and the desire to promote it.
- Is able to multi-task and meet deadlines.
- Self-driven and able to work effectively with minimal supervision.
- Demonstrates organizational and follow-through skills.
- Exhibits excellent time management and attention to detail.
- Makes sound decisions and demonstrates good judgment.
- Communicates effectively with people of diverse backgrounds and income levels.
- Provides and receives feedback constructively.
- Available and willing to work non-traditional hours, including evenings and weekends when needed.

Working Conditions and Physical Demands

This position requires

- The ability to safely navigate and photograph active construction sites and indoor and outdoor events including occasionally climbing ladders and wearing personal protective equipment.
- The employee to work both inside and outside in heat/cold, wet/humid, and dry/arid conditions.
- Remaining in a stationary position, often standing or sitting for prolonged periods.
- Moving about to accomplish tasks or moving from one work site to another.
- Must be available to work evenings and weekends for special program events and one Saturday per month.
- Communicating with others to exchange information.
- Repeating motions that may include the wrists, hands, and/or fingers.
- Assessing the accuracy, neatness, and thoroughness of the work assigned.

Compensation

- Annual salary range: \$36,000 - \$40,000 dependent on experience
- Benefits include health insurance, paid holidays, vacation, and sick time.

Please send resume, cover letter, and a sample of a design piece in .indd or EPS format to jobs@habitatnewburgh.org

Applications will be accepted until the position is filled. No phone calls, please.

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.