

Job Title: Community Engagement and Outreach Manager

Purpose of Position: This position is a collaborative, mission-focused, and results-driven brand steward. This position is responsible for developing and executing the marketing and communications strategy to generate broader community awareness and engagement.

Key functions for this position include: written communications, utilization of social, digital and traditional media, special event coordination, public relations, website management, and limited graphic design. This position is responsible for ensuring a consistent brand and message experience that aligns with Habitat for Humanity Rogue Valley's mission and the standards of HfHI (Habitat for Humanity International).

This position is new to the organization and is funded through a three year grant with a focus on capacity building. Upon successfully accomplishing the goals and expectations, this position has the potential to transition into a lead Development role within the organization.

Salary and Benefits: Competitive salary is commensurate with experience and includes full benefits package: medical, dental, vision and alternative care coverage; paid vacation, sick leave, and paid holidays. 403b retirement account with 4% vested match. Monthly attendance bonuses and 25% off discount for items purchased at the ReStore.

Time Commitment: The position is full time, flexibility is required as a variety of schedules will be required, some evenings, and weekends may be required.

Direct Supervisor: The Executive Director will be the direct supervisor and complete evaluations and work plans. The Community Engagement and Outreach Manager will receive input and feedback from other department leaders.

Duties and Responsibilities

1. Marketing and Communications

- Develop and Execute Habitat for Humanity Rogue Valley's year-round communications strategy/marketing plan generating media coverage, community outreach and overall messaging for both the affiliate and the ReStore.
- Manage and develop content for all social media (Facebook, Instagram, Twitter, YouTube, TikTok, etc.), digital and traditional media, as well as track and report corresponding analytics.
- For Affiliate and ReStore - Proactively generate and deploy creative concepts, collateral and engaging messaging that aligns with brand strategy, examples include: advertising, annual report, campaign materials (quarterly), digital/social campaigns, print (quarterly) and e-newsletters (monthly), event promotion, media releases, presentations, etc.
- Manage the organization's website. (Currently Wix)
- Maintain and adhere to annual marketing budget; leverage limited resources through in-kind contributions, partnerships and sponsorships.

2. Community Engagement

- Organize and facilitate special events in an effort to gain organizational support and awareness with targeted corporate and business groups, faith groups, civic groups, etc.
- Develop relationships with other local community agencies and organizations to gain inclusive support of the Habitat for Humanity mission.
- Develop relationships with local media sources to ensure generous news coverage when most advantageous to the organization.
- Take lead on ensuring Habitat for Humanity has placement and presence at worthy/valuable community events.

3. Other

- Monitor market trends and identify opportunities for cultivating meaningful relationships and brand loyalty among existing and potential stakeholders, including: volunteers, media partners, civic leaders, nonprofit colleagues, Habitat for Humanity counterparts and community members.
- Complete necessary reporting as required by HfH and/or various entities.
- Conduct operations effectively and efficiently and promote a cooperative spirit within the organization.
- Additional duties as assigned by the Executive Director.

Position Requirements

- The ideal candidate will be creative and innovative with exceptional oral and written communication skills that result in consistent development of engaging and high-quality content across all marketing channels.
- Knowledge of digital marketing and traditional communications, public relations, and event management required.
- Excellent interpersonal and communications skills
- Highly organized in thought and action
- Demonstrated ability to manage large projects with multiple priorities
- Ability to work in a changing, challenging and fast paced environment with varying stress levels and to communicate effectively with a diverse membership and employee group
- Experience / understanding of any of the following a plus: Adobe Creative Suite, Google Analytics, Microsoft Office suite (including Publisher), social media channels and website maintenance
- Knowledge of Habitat for Humanity's mission or nonprofit sector helpful

Must be able to sit, stand, kneel and lift up to 25 pounds occasionally.

Habitat for Humanity is an Equal Opportunity Employer. All persons regardless of age, race, ethnicity, gender, sex, religious affiliation, or sexual orientation are encouraged to apply.

This job description is subject to change at any time.

To apply for this position, please email resume and cover letter to info@roguevalleyhabitat.org.