

# Greater Fox Cities Area Habitat for Humanity

## Position Description

Title: **Marketing and Communications Director**  
Reports to: Chief Operating Officer  
Direct reports: Marketing (and Volunteers Services) Program Coordinator/Receptionist;  
Marketing AmeriCorps VISTA member  
FLSA Status: Exempt Classification: Full-time

### Purpose

To develop and implement the long-term marketing and communication vision for Fox Cities Habitat, promoting its unique position in the marketplace, and lead the integrated planning, development and implementation of marketing strategies and marketing communications, both external and internal.

### Responsibilities

- Strategic:
  - Contribute to the development of the organization's strategic goals and objectives as well as the overall management of the organization.
  - Responsible for the achievement of marketing and communications mission, goals, and financial objectives. Ensure that evaluation systems, including benchmarks, are in place relative to these goals and objectives, report progress to COO and Finance Director.
  - Lead the integration process to align marketing strategies with organizational objectives and seek continuous improvement
  - In partnership with the fundraising team, develop a communications strategy to support retention of first-time and mid-level donors (first priority) and bring new donors into the pipeline; and a CRM strategy to build relationships with supporters based on their level of engagement with Habitat's mission.
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- Decision-Making:
  - Makes key decisions from a marketing and communications perspective on behalf of the organization.
- Technical:
  - Create, implement, and measure the success of a comprehensive marketing and communications program relative to established organizational objectives.
  - Manage the strategic and creative design of Fox Cities Habitat marketing and communications activities and materials including:
    - Hiring and management of agencies
    - Website, social media, video production, overall digital strategy
    - Managing traditional marketing and communication channels
  - Ensure articulation and desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all constituencies, both internal and external. Uphold protocol to ensure brand guidelines and Fox Cities style.
  - Responsible for editorial direction, design, production, and distribution of all materials
  - Monitor trends and ensure the organization regularly conducts relevant market research and coordinate and over see this activity.
  - Lead special projects, such as special events, re-branding/logo development or other.

- Fund Development:
  - Work collaboratively with development team to establish priorities and accountabilities related to development and cultivation of corporate and/or individual donor segments.
- Planning and Budgeting:
  - Develop short- and long-term plans and budgets for the marketing and communications program and its activities, monitor progress, assure adherence, and evaluate performance.
  - Develop, implement, and monitor systems and procedures necessary to the smooth operation of the marketing and communications function.
- Leadership/Management:
  - Play an active role on Fox Cities Habitat's leadership team.
  - Work collaboratively with the management team and staff to maintain a positive, supportive and mission focused work culture.
  - Work with various staff and volunteers to develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, decision-making; and ensure the overall health and vitality of Habitat.
  - Manage the Marketing and Communications staff
- Internal Representation:
  - Staff liaison to the Marketing Committee, ensuring support, attending meetings, and relaying information between the Committee and the Board.
  - Develop strong, positive, and lasting relationships with staff and volunteers throughout the organization.
- External Representation:
  - Represent Habitat to donors, vendors, and senior representatives of the community. Communication focuses on both strategic issues as well as more program-specific issues.

**Required Knowledge, Skills and Experience:**

- Minimum 10+ years of experience in business, marketing, communications or public relations with demonstrated success, preferably in the not-for-profit sector or profit sector.
- Bachelor's degree in journalism, business, marketing, and/or public relations.
- Be willing to take advantage of professional learning opportunities that will increase her or his knowledge and skill base.
- Demonstrated skills, knowledge and experience in the design and execution of Integrated marketing and communications activities.
- Strong creative, strategic, analytical, organizational and personal sales skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
- Commitment to working with shared leadership and in cross-functional teams.
- Ability to blend attractive design and high functionality in all projects.
- Strong oral and written communications skills.
- Ability to work independently and responsibly while managing numerous projects simultaneously.
- Understand, appreciate, and articulate the mission of Habitat.

Greater Fox Cities Area Habitat for Humanity is an Equal Employment Opportunity employer. Applicants are considered without regard to race, color, religion, sex, national origin, age, disability or other protected status.