JOB OPENING

Candidates interested in applying for this position should review the essential job responsibilities and qualifications outlined below, and email salary requirements, current resume and cover letter along with a writing sample (see last page for detail) to jobs@sandiegohabitat.org by September 27, 2017.

JOB TITLE: COMMUNICATIONS COORDINATOR

Department: Administration
Status: Non-Exempt/Hourly – Full-time
Reports to: Director of Communications
Date: September 5, 2017

Job Summary:
San Diego Habitat for Humanity is seeking a Communications Coordinator to effectively implement communications between San Diego Habitat for Humanity, the Habitat ReStores, and their constituencies to stimulate an increase in awareness, engagement, and participation. Marketing initiatives include social media, email marketing, media relations, advertising, and general administrative duties in support of strategic communications goals.

ESSENTIAL JOB RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

Communications
• Develop a thorough understanding of the goals, mission, philosophy and policies of San Diego Habitat for Humanity and the Habitat ReStores, and demonstrate this understanding in daily tasks and interactions
• Support all marketing efforts, including implementation of new communications strategies and campaigns
• Ensure clear messaging and branding across all platforms and materials
• Assist with marketing/media efforts for affiliate events, including, but not limited to, Women Build, Home Builders Blitz, home dedications, and groundbreakings
• Other duties as assigned

Digital Asset Administration
• Maintain an organized digital database of photographs, multimedia, stories, and quotes that support marketing and development initiatives; archive and categorize so that they are easily accessible

Social Media
• Implement social media program in accordance with master editorial calendar, including daily content creation on affiliate and ReStore Facebook, Twitter, and Instagram platforms
• Engage daily with followers; respond quickly and appropriately to online inquiries
• Maintain online relationships with sponsors
• Increase overall community engagement and regularly evaluate available statistics
• Monitor social media for opportunities for Habitat to engage with industry leaders regarding nonprofit and affordable housing issues
• Maintain affiliate and ReStore blogs, including theme design and content creation; recruit guest writers and edit submissions
• Oversee ReStore Yelp and Google+ accounts

Website
• Regular review of website to ensure timely, accurate, and informative content
• Create SEO-friendly content and execute web page updates when appropriate

Email Marketing
• Write, edit, and design content for monthly e-newsletters
• Maintain electronic mailing list
• Track engagement and implement strategies to increase open/click through rates

Media Relations
• Maintain updated and accurate media contact lists
• Tack and collect media clippings
• When necessary, assist with media relations, including response to media inquiries, press release generation, and coordination of media pitches
• Coordinate representatives of Habitat at events and for media interviews as needed

ReStore Marketing
• Assist in execution of annual radio, print, and digital advertising campaigns
• Help track progress/success of advertising efforts, including conducting customer surveys, evaluating store sales data, and reporting of basic website engagement using Google Analytics
• Facilitate mass communication with ReStore customers and donors, including text and email platforms
• Maintain data on donors and customers for use in marketing efforts. Knowledge of Raisers Edge a plus
• Support ReStore marketing events such as advertised sales, radio partnership events, and grand opening celebrations

Personnel Supervision
• Supervise interns and/or volunteers for assignments as needed

QUALIFICATIONS:
• Bachelor’s Degree in journalism, communications, marketing, public relations, or related field
• Two years relevant experience in a professional work environment in communications, marketing, journalism, nonprofit resource development, or public relations
• Ability to successfully perform the essential responsibilities of the position
• Experience in a nonprofit organization highly desired

REQUIRED SKILLS/KNOWLEDGE/ABILITIES:
• Exceptional story-teller and writer
• Completes assignments accurately and within established timelines
• Excellent organizational, communication, and interpersonal skills
• Solid working knowledge of Microsoft Office Suite. Proficiency in Adobe Creative Suite, WordPress, Hootsuite, Constant Contact, or Raisers Edge a plus
• Strong visual eye. Graphic design and/or video editing skills a plus
• Self-starter, with ability to work on projects independently, and to identify and resolve problems
• Must be able to appropriately communicate with all kinds of individuals and remain consistent in keeping a professional demeanor at all times
• Persistent attention to detail
• Ability to work in a fast-paced environment and to manage competing priorities and tasks
• Open and welcoming of people of any faith or no faith, individuals of diverse populations, and socio-economic backgrounds
• Commitment to nonprofit service with an interest in advancing the critical call for affordable housing in San Diego County
• Demonstrates a high level of ethics, integrity, diplomacy and initiative

LANGUAGE SKILLS:
• Ability to read, write, and speak English fluently

PHYSICAL REQUIREMENTS:
• Ability to continuously stand or walk
• Ability to bend, reach, climb stairs and lift frequently
• Ability to lift up to 25 pounds occasionally
• Ability to occasionally stand for sustained periods of time
• Ability to sit a desk for a sustained period of time
• Ability to verbally communicate clearly in-person and on the telephone
• Ability to type using a computer keyboard and visual acuity to view a computer monitor

WORK ENVIRONMENT:
• Non-smoking, professional office environment
• Fast paced and open office working environment with multi-level distractions
• Average 40 hour work week
• Occasional work outside normal business hours, including early mornings, evenings, or weekends, is expected
• Paid time off, holidays, and employee and family health, dental and vision benefits
• Hourly Wage Range | $22.12 – $24.04

SPECIAL CONDITIONS:
• A background screen will be conducted
• Valid California Driver’s License
• Ability to drive and travel in the San Diego region

To apply, please send the following materials to jobs@sandiegohabitat.org:
In Subject Line: “Communications Coordinator”
• Cover Letter and Resume
• Salary Requirements
• Writing Sample (non-academic)
  Should reflect recent work and/or relevant content. Examples may include: Op-eds, press releases, news articles, blog or newsletter posts, fact sheets, or similar content. It is acceptable to create fictitious content not based on actual experience. You may submit up to three samples.