Marketing and Events Coordinator

Reply to: Deborah Huegel, VP of Philanthropy, at Deborah.Huegel@habitatmwgw.org

OVERVIEW:

Habitat for Humanity MetroWest/Greater Worcester is an independent 501(c)3 affiliate of Habitat for Humanity International serving 42 cities and towns throughout MetroWest and Greater Worcester. We are a faith-based organization founded on the conviction that every man, woman, and child should have a simple, decent, affordable place to live in dignity and safety. The Habitat program is one of self-empowerment based upon “a hand up, not a handout”. Our mission is “Putting God’s love into action, Habitat brings people together to help build homes, communities and hope.”

JOB SUMMARY:

Habitat for Humanity MetroWest/Greater Worcester seeks a Marketing and Events Coordinator to play a critical role in ensuring the organization achieves its plans for growth in alignment with its mission, vision, and values.

This individual will report to the VP of Philanthropy to be a key player in Habitat’s marketing and communications efforts. The Marketing and Events Coordinator will be responsible for digital content creation and managing the organization’s Social Media presence.

Ideally, the candidate will be comfortable working both independently and collaboratively within a small, dedicated, and friendly/committed development team, and thrive in a fast-paced, deadline driven environment. The team is mutually supportive of one another. The position supports all staff with marketing assistance but is primarily part of the development team.

The individual will support our fundraising events with marketing and communications. Annually, we hold an Auction and Gala, Walk for Homes, Women Build, and Operation Playhouse program. The candidate would be responsible for logistics planning, setup, and execution of events.

RESPONSIBILITIES

This is a full-time position.

General Marketing & Communications

- Collaborate with VP of Philanthropy to develop marketing and communications plans to promote Habitat’s mission.
- Execute a marketing strategy for public awareness.
• Write and edit content for Habitat print, website, and email marketing efforts, including monthly newsletter, brochures, flyers, annual report, etc.
• Contribute to affiliate branding and online engagement
• Support media, sponsors, and other relevant external partner relationships as needed

Social Media Management

• Create and coordinate all aspects of Habitat’s social media presence (website, LinkedIn, Facebook, Instagram, Twitter, YouTube)
• Drive strategy to increase daily engagement on Habitat social media accounts
• Lead content creation for Habitat’s social media, including written blog content, tweets, posts & videos

Skills and Qualifications:

• 2-4 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization
• Excellent written and verbal communication skills
• Strong attention to detail and proofreading skills
• Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) to engage a diverse audience
• Familiarity with HTML (WordPress, etc.), Greater Giving, Constant Contact and MS Office applications
• Demonstrated ability to work on multiple projects simultaneously while managing deadlines
• Bachelor’s Degree Preferred

Salary Range: $38,000 - $47,000

Full-Time benefits include health, dental, sick leave, paid holidays & vacation, simple IRA, life insurance, disability, parental, military & bereavement leave.

Employment is contingent upon completion of a satisfactory background check. If you are selected for an interview, you will be contacted by a representative of Habitat for Humanity MetroWest/Greater Worcester.

It is the policy of the Employer to provide equal employment opportunities to all qualified persons, and to recruit, hire, train, promote, and compensate persons in all jobs without regard to race, color, religion, sex, national origin, disability, or sexual orientation.