



# Position Specification

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CONFIDENTIAL



Senior Director,  
Strategic Marketing and Community Relations

<b>POSITION TITLE:</b>	Senior Director, Strategic Marketing & Community Relations
<b>REPORTING TO:</b>	Chief Executive Officer
<b>LOCATION:</b>	Calgary, Alberta
<b>THE COMPANY:</b>	<i>Habitat for Humanity, Southern Alberta</i>

Habitat for Humanity (“Habitat”) is one of the most trusted and recognized non-profit brands in the world. Habitat for Humanity Southern Alberta (“HFHSA”) is one of the only affordable home ownership providers in Southern Alberta that addresses a critical need and gap in our community services – helping hardworking families struggling to do their best with what they have by creating housing stability. HFHSA helps families build strength, stability and independence through affordable home ownership. Through HFHSA, kids can put down roots and parents can start planning for a brighter future in a safe and secure neighborhood.

With the help of sponsors, donors, community partners and volunteers, HFHSA builds quality homes and helps families enter the housing market by purchasing homes through their affordable mortgage program. Habitat homeowners build their own homes alongside experienced staff and volunteers; and purchase their homes with a no down-payment, no-interest mortgage, giving them financial stability to build better futures. Their monthly mortgage payments are used to build more homes for more families, creating a cycle of paying-it-forward and a sustainable financial model. Home ownership builds long-term stability and independence for families, while offering lasting, tangible benefits to our entire community.

HFHSA is fortunate to have one of the largest and most successful ReStore operations in Canada. The ReStore is a social enterprise that sells new and gently used furniture, appliances, and building materials. Products are donated by businesses and households, and the proceeds from sales help support HFHSA operations. With three retail outlets (two in Calgary and one in Medicine Hat), their ReStores are a large enterprise with more than 40 staff and revenues targeted at \$4M, contributing \$1M to HFHSA’s mission.

HFHSA was established in 1990 and works in the communities of Airdrie, Brooks, Calgary, Carstairs, Cochrane, Cremona, Didsbury, High River, Medicine Hat, Okotoks, Olds, Pincher Creek and Sundre. They currently manage a portfolio of approximately 250 families, with an annual new construction program building approximately 20 – 25 new homes a year at an annual spend of \$6M in construction. To date, they have partnered with close to 300 families, affecting the lives of more than 850 children.



[Click here to learn more about Habitat for Humanity](#)

## SCOPE AND RESPONSIBILITIES

This is an exciting and challenging opportunity that will require commitment and passion to build on Habitat's reputation and success. With a solid foundation in place, in 2019 and beyond, HFHSA will be working towards increasing the number of families they help, expanding the ReStore social enterprise, and strengthening their voice in the public dialogue on affordable housing. They will become the not-for-profit others in the sector model themselves after. These are big ambitions that require someone with the right skill set and approach.

This role reports directly to the CEO, and is a key member of the leadership team, contributing to strategic direction and culture building. This is a team that works together and is all about collaboration and results. The Senior Director, Strategic Marketing & Community Relations leads a team of seven, three of which are direct reports.

HFHSA is a complex organization with several different operating components to its whole, each bringing its own unique and sometimes connected set of challenges: an affordable homeownership program, a construction program, a volunteer program, multiple fundraising programs, a sustainable financial model, land acquisition, community relationship building and the ReStore retail outlets. This role requires strategic insight into the connectivity of each part, and innovation and analytical ability to combine the parts together in a unique and efficient way. Solid marketing, communications, and fund development skills are table stakes. To succeed in this role, you need to bring critical thinking skills to solve the complex challenges in reaching the right segment of the population and to achieve desired outcomes. You need to be collaborative alongside the leadership team and across the organization. Success at HFHSA is when the entire organization works together to dramatically increase their impact, while having fun and learning along the way. The culture at Habitat involves no ego driven mandates and is built on passion, purpose and outcomes.

## SPECIFIC RESPONSIBILITIES

Each of the following areas of responsibility require a problem-solving lens based on curiosity, innovation, team effort and persistence. This role is responsible for the following:

### Marketing, Communications, Community Relations

- Leading the strategic creation and implementation of a results-oriented marketing plan, one that reaches clients (working families), drives footsteps into the ReStores, and attracts and engages with donors, sponsors, and neighborhood communities. The yearly plan will solve problems (accessing hard to reach targets), drive awareness, increase engagement and change the conversation;
- Developing a best-in class community outreach plan/process to be followed, prior to land acquisition, shortening the time to market for HFHSA;
- Ensuring best of class use of social media and other interactive technology to engage potential families, volunteers, sponsors and donors;
- Monitoring performance against goals to ensure progress is being made and timely corrective action is taken if necessary; and,
- Identifying key issues, creatively and strategically overcoming challenges or obstacles.

### Fund and Gift-in-Kind Development

- Overseeing the strategic direction, evaluation and implementation of the fund development plan;
- Ensuring an appropriate plan is in place to support the growth of the ReStores;
- Creating a culture of philanthropy throughout the organization;
- Ensuring sponsorship and stewardship plans are in place and commitments are honored;
- Contributing to the preparation of major or complex funding proposals and grant applications; and,
- As a dedicated community builder, bringing a pipeline of prospects and relationships to the organization.

### Leadership

- Leading, engaging and developing a team of six, recognizing and developing the potential of others, developing successors and talent pools for key positions, and providing a positive work environment;
- Creating a culture of collaboration, accountability, thoughtful planning, innovation and problem solving; and,
- Ensuring continuous development, training, and mentoring of the team.

### **KEY SELECTION CRITERIA**

Given the role this individual will play in Habitat for Humanity Southern Alberta's continued growth and success, it is essential that the successful candidate possess the following education, experience, and personal characteristics:

#### **EDUCATION**

- A Bachelor's degree in a related discipline; and,
- An MBA or Masters in Communications would be an asset.

#### **EXPERIENCE**

- 15 years of progressive experience in marketing and communications, specifically around strategic planning and implementation;
- 5 to 10 years of senior management experience with demonstrated leadership strengths in creating and implementing communications and marketing strategies, projects, initiatives, community outreach, fund development, and in building stakeholder partnerships;
- Background working on multiple projects serving multiple internal stakeholders and working collaboratively across an organization;
- Prior success launching projects in new communities, or in a regulated environment, involving multiple stakeholder issues would be an asset;
- Proven ability to develop and clearly communicate vision and strategies and ignite passion in that vision;
- Proven track record in advancing a brand;
- Communications, marketing, and community relations experience in a large complex organization, involving multiple stakeholders;
- Proven track record of innovative and best practice communications tools and techniques;
- Experienced in the use and measurement of social media tools and strategies;
- Demonstrated excellence in leading a team and effectively initiating and executing large-scale projects and communications or marketing campaigns aimed at various audiences;
- Proven leadership experience – the ability to attract, retain, and inspire a team to high performance;
- Media relations experience and community liaison experience;
- Marketing experience with particular emphasis on brand development, maintenance and promotion;
- Demonstrated ability to achieve positive outcomes by encouraging, supporting, coaching, developing and mentoring others;
- Ability to demonstrate respect, dignity and integrity in interpersonal relationships and to demonstrate positive personal coping and wellness strategies; and,
- Ability to function effectively in team situations both within and across departments and partner organizations to achieve optimal collective results.

## PERSONAL / PROFESSIONAL ATTRIBUTES

- Can see beyond current events to identify long-term opportunities and can translate them into clear and measurable action;
- Your mental model transcends traditional ideas and structures to explore new directions and interpretations;
- A natural connector, you will build mutually beneficial relationships, networks and strategic alliances in order to generate new opportunities;
- A knack for capturing and distilling a range of information quickly, articulating ideas clearly, and then identifying strategies to determine a course of action;
- Someone who is exhilarated by a challenge and driven by a passion for the cause;
- Someone who creates an environment that is nimble and quick and able to react to change;
- Someone who shares information in an effective and collaborative manner;
- Demonstrated ability to work with initiative and creativity when managing multiple projects at once; and,
- Someone who is naturally curious and continuously learning and exploring best in class marketing and communications tools.

## ATTRACTIONS

This role provides an opportunity to join an established organization, with a highly regarded brand that is poised to be a leader in the not-for-profit sector. Other attractions include:

- The opportunity to work in an increasingly complex environment, with lofty goals and challenges;
- The opportunity to work for an organization that has a highly regarded global brand;
- The opportunity to witness the impact of your work on a daily basis and to truly make a difference in people's lives;
- The opportunity to work for an organization that has all of the foundations and tools in place and support required to become the model for other not for profit organizations to follow;
- The opportunity to work with a passionate, skilled and collaborative leadership team; and,
- The opportunity to be part of a transformational journey.

## CONTACT INFORMATION

### ***Shahauna Siddiqui***

Partner

DHR International

Suite 725, 435-4 Avenue SW

Calgary, AB, Canada T2P 3A8

T: 403-817-0999

E: [ssiddiqui@dhrinternational.com](mailto:ssiddiqui@dhrinternational.com)

### ***Lachie Woofter***

Senior Associate

DHR International

Suite 725, 435-4 Avenue SW

Calgary, AB, Canada T2P 3A8

T: 403-817-0989

E: [lwoofter@dhrinternational.com](mailto:lwoofter@dhrinternational.com)