



## Content and Design Specialist

**Type:** Full-time (40 hours per week)  
**Reports to:** Manager, Marketing and Communications  
**Direct reports:** None

### About Habitat for Humanity

Habitat for Humanity is one of the most trusted and recognized non-profit brands in the world. Habitat for Humanity Southern Alberta (“Habitat”) is one of the only affordable home ownership providers in Southern Alberta, addressing a critical need in our community – helping families achieve housing stability.

Through Habitat, 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, Habitat builds quality homes and helps families enter the housing market by purchasing homes through our affordable mortgage program.

These no interest 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.

Habitat is also 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 with three retail outlets, the ReStores are a large enterprise, contributing \$1M annually to Habitat’s mission.

Habitat for Humanity Southern Alberta was established in 1990 and now works in 13 communities across Alberta, managing a portfolio of approximately 250 families, with a multi-million dollar construction and land development program. To date, Habitat has partnered with over 300 families, impacting the lives of more than 900 children.

Habitat is a complex organization with several different operating components to its whole, each bringing its own unique and connected set of challenges in support of our sustainable financial model: an affordable homeownership program, a land acquisition and construction program, a volunteer program, multiple fundraising programs, community relationship building and the ReStore retail outlets.

Success at Habitat is when the entire organization works together to dramatically increase impact, while having fun and learning along the way. The culture at Habitat involves no ego driven mandates and is built on passion and purpose.

### Purpose

The Content and Design Specialist is responsible for developing strategies and content for a variety of purposes in both print and digital media. This role is highly creative with a keen eye for detail. The ideal candidate is a natural storyteller with the ability to tell those stories over a variety of platforms and medium.



The Content and Design Specialist is responsible for ensuring all digital and print collateral align with the look, feel and messaging of the brand.

### **Key Responsibilities:**

- Support design, branding, messaging and creative work for the organization. This includes, but is not limited to:
  - Fundraising campaigns
  - Events
  - Infographics
  - Print collateral
  - Assets for website and landing pages
  - Assets for digital and display ads
- Conceptualize visuals based on requirements.
- Prepare rough drafts and present ideas.
- Develop illustrations, graphics and other designs.
- Use the appropriate colors and layouts for each asset.
- Test graphics across various media to ensure scalability and mobile responsiveness.
- Ensure final graphics and layouts are visually appealing and on-brand.
- Create toolkit of templates that are adaptable to a variety of purposes.
- Lead the development of video for social media and other campaigns.
- Work with internal clients to create creative briefs that outline key goals of marketing materials.

### **Qualifications**

- A degree or diploma in marketing, communications, graphic design, information design or other related field or 3-5 years of experience in a comparable role.
- Advanced knowledge of InDesign and Photoshop; Illustrator or other comparable software.
- Advanced knowledge of Adobe Premiere or a comparable video editing software.
- Ability to write and adapt content to a variety of platforms and audiences.
- Hands-on experience with content management systems – experience with HubSpot is an asset.
- Ability to meet deadlines.
- Impeccable spelling and grammar.
- A team player with excellent interpersonal skills and a record of collaboration.
- Superior organizational skills with the ability to manage multiple projects and priorities.
- Experience with social media tools.
- Excellent verbal and written communication skills.
- Eagerness and willingness to learn.
- Ability to remain calm in busy and ambiguous situations.

Please send your Cover Letter and Resume to [jobs@habitatsouthernab.ca](mailto:jobs@habitatsouthernab.ca) by February 15, 2023 with **Content and Design Specialist** in the subject line.

*Habitat for Humanity Southern Alberta is an equal opportunity employer. We thank all applicants for your interest in this position. Please note that only those candidates selected for an interview will be contacted.*