



## Digital Marketing 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 Digital Marketing Specialist is responsible for the day-to-day management of Habitat's digital marketing strategies and channels. This includes organic and paid advertising, SEO, website maintenance, email marketing, automation and reporting. The Specialist supports digital marketing



strategies to engage audiences for a variety of purposes, including donating, volunteering, buying a home, and shopping or donating to Habitat ReStores.

### **Key Responsibilities:**

- Marketing and communications activities effectively utilize digital marketing technologies and processes, including HubSpot, Salesforce and Shopify, and they are integrated as needed with corporate platforms
- Ensure Habitat and its ReStores are following best practices in digital marketing, including digital advertising, social media marketing, and email marketing.
- Ensure branding and messaging approaches are in alignment with the National Habitat brand; customize to market in Southern Alberta.
- Manage ongoing website maintenance for Habitat and ReStore websites
- Manage Google search and display ads – includes regular monitoring, optimizing ads, adding and removing keywords, and monthly reporting.
- Manage paid social media ads
- Manage Google business listings and reviews
- Develop and monitor digital campaign budgets
- Gather all data for monthly reports and campaign-specific reports. Synthesize data and provide tangible recommendations.
- Develop email marketing strategy to grow database and engage customers and donors.
- Develop email marketing automation and workflows
- Stay current in marketing trends and news e.g. Google updates and changes in algorithms that impact our industry.

### **Qualifications:**

- A degree or diploma in marketing, communications, or another related field, or 3-5 years in a comparable role.
- Google Ads Certification for search and display ads
- Advanced knowledge of SEO
- Solid understanding of HTML and CSS
- Experience working with a content management system
- Experience with marketing automation software
- Strong organizational skills with the ability to multitask on various projects.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data
- Excellent verbal and written communication skills
- Proven ability to work in a team environment.
- Strategic results-focused marketing and communications mind.
- Must have access to reliable transportation.

Please send your cover letter and resume to [jobs@habitatsouthernab.ca](mailto:jobs@habitatsouthernab.ca) by November 21, 2022 with Digital Marketing 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.