



## **Manager, Marketing and Communications (12) Months Contract**

**Type:** Full-time (40 hours per week)  
**Reports To:** Vice-President, Community Engagement, Marketing and Communications  
**Direct Reports:** Digital Marketing Specialist, Content and Design Specialist, Social Media Specialist

### **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 over \$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 Manager, Marketing and Communications, is responsible for the day-to-day management of Habitat for Humanity Southern Alberta (HFHSA) marketing and communications activities. This includes the



development and implementation of the marketing program to home buyers and for our ReStore retail operations; internal and external communication strategies; and our Annual Giving fund development program, ensuring overall objectives are achieved. This role identifies opportunities to tell the many different HFHSA's stories; and will advance great connections with staff, families, donors, and stakeholders. The manager will lead a small, but mighty team to build strategies to maintain, grow and evolve digital and content marketing, social media marketing, digital metrics and analytics, and integration with CRM technologies.

## **Key Responsibilities:**

### **Strategic**

- Develop traditional and digital marketing, communication and social strategy, plans, measurement and reporting processes, standards and protocols for:
  - The annual marketing services framework.
  - The annual ReStore marketing plan to ensure business goals are met/exceeded.
  - HFHSA's homeownership and housing real estate program.
  - HFHSA's annual giving fundraising program ensuring fund development targets for the campaign are achieved.
- Manage and grow HFHSA's brand story through meaningful and strategic key messages.
  - Monitor and evaluate consistency within Southern Alberta.
- Monitor, evaluate and adjust targets to ensure business and mission priorities are achieved.

### **Operational**

- Provide ongoing feedback, coaching and supervision to direct reports.
- Select and supervise contractors and suppliers, as required.
- Develop corporate communication materials including the writing/creation of the annual report.
- Lead and manage website development, implementation and ongoing maintenance.
  - Includes the management and support of other HFHSA software platforms.
- Lead and manage social media, digital advertising, content, design and videography production.
- Responsible for developing, monitoring and leveraging media relations.
- Lead and manage the development and production of communication assets such as print materials, videos, infographics, photography, traditional advertising and standard texts.
- Collaborate with VP on development of annual marcom budget.

### **Clients**

- Develop, implement and evaluate marcom strategies and plans to support key programs in consultation with program teams including:
  - Fund development programs.
  - The Affordable Homeownership Program.
  - Volunteer Program.
  - ReStores.
  - Construction.
  - Leadership team and Board of Directors.
  - Regional development.



### Qualifications

- University Degree or College Diploma/Applied Degree specific to marketing communications; equivalent experience (5-7 years' experience).
- Excellent communication (both verbal and written) and interpersonal skills.
- Progressive leadership/management experience.
- Relevant marketing experience/knowledge.
- Ability to innovate and work in a collaborative, team environment.
- Strategic results-focused marketing and communications thinker.
- Creativity and ability to recognize and leverage opportunities.
- Critical thinking skills to ensure messages and communications are clear, truthful and relevant.
- Strong organizational skills with the ability to simultaneously manage and prioritize multiple projects.
- Proven track record of cross-functional collaboration.
- Some travel will be required within the geographical boundaries of Southern Alberta.
- Must have reliable transportation.
- Membership with the Canadian Public Relations Society or the International Association of Business Communicators considered an asset.

Please send your Cover Letter and Resume to [jobs@habitatsouthernab.ca](mailto:jobs@habitatsouthernab.ca) by **May 20, 2023** with **Manager, Marketing and Communications** 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.*