

Job Title: Communications and Annual Giving Manager
Position Location: Charlottesville, Virginia
Reports to: Chief Advancement Officer
Employment Type: Full-time, exempt. Occasional nights and weekends.



Habitat:

Habitat for Humanity of Greater Charlottesville (“Habitat”) is a cutting edge, non-profit organization creating simple, decent, affordable housing in partnership with low-income working families, volunteers and the community of Greater Charlottesville. We build homes and neighborhoods – alongside low income future homeowners called Partner Families – assisted by volunteers and participants from corporate, civic, and church sponsor groups. Habitat was the first in the nation to redevelop a trailer park – Sunrise – into a mixed-income community without resident displacement. Sunrise is now one of ten mixed income communities created by Habitat in Charlottesville.

Habitat also owns and maintains the Southwood Mobile Home Park, a 120-acre, 1,500 resident community located in Albemarle County. We are currently working side by side with current residents and several market rate builder partners to transform Southwood into a mixed-use master-planned community of more than 1,000 new homes and businesses. When complete, Southwood will be a national model of compassionate and inclusive redevelopment. At Southwood and elsewhere, Habitat rebuilds communities via a long-term Asset Based Community Development approach, using the skills and talents of community members themselves to help them achieve their own vision.

Habitat, already among the most productive affiliates nationally, is undertaking a “step function,” with the goal of increasing our home production from an average of 20 homes per year to 40 homes within the next two years, beginning with the redevelopment at Southwood and expanding our homebuilding operations regionally.

The Communications and Annual Giving Manager (CAGM) reports to the Chief Advancement Officer (CAO) and has primary responsibility for executing the internal and external communications and marketing strategies for Habitat, as well as the affiliate’s annual giving program. The CAGM leads content creation across all of Habitat’s communication channels and vehicles, and employs an interactive, journalistic approach to information gathering and storytelling. The successful CAGM will take a long-term relationship-management approach to helping build a culture of philanthropy within Habitat, engaging the Board, staff, donors, volunteers, and homebuyer families in the mission and fundraising goals of the organization.

Prerequisites:

- Exceptional marketing and strategic communication skills (verbal and written)
- Knowledge of best practices and emerging trends in annual giving
- Strong organizational skills and ability to manage multiple deadlines in a fast-paced environment
- Proven ability to gather information from multiple sources and write nuanced, compelling content for a variety of stakeholder audiences, including the broader community
- Positive and professional attitude, with the ability to effectively manage up
- Familiarity with donor databases (CRM)
- Commitment to affordable housing

Primary Responsibilities:

Communications and Marketing

1. Partner with the CAO and CEO to develop, execute and implement a strategic internal and external communications plan, including:
 - a. Consistent messaging that reinforces Habitat's mission, brand, and strategic plan
 - b. Focus on Advancement communications, while meeting general affiliate needs
 - c. A comprehensive digital and social media strategy
2. Lead content design, development, and writing across various communications platforms and vehicles, including:
 - a. Annual reports
 - b. Appeals
 - c. Press releases
 - d. Electronic and print newsletters
 - e. Website and social media channels
 - f. Collateral materials supporting the affiliate's goals and in response to opportunities
3. Manage press relations to garner regular media coverage of Habitat's mission and activities
4. Work collaboratively with the Advancement team and other colleagues to design special event pieces and communications
5. Assist with capturing photography at Habitat events
6. Work with staff to cultivate and maintain a compelling and authentic Habitat brand identity and ensure consistency of communication and messaging in support of that brand
7. Serve as liaison with any third-party vendors for related communications needs
8. Provide grant and impact report writing assistance, as needed

Annual Giving

1. Work with the CAO to develop annual giving performance goals and strategies to achieve the same, in support of the Advancement team's overall fundraising goals and affiliate priorities
2. Implement the annual giving program, in accordance with stated goals, including:
 - a. Direct the annual fund solicitation schedule and processes
 - b. Work with Advancement and Habitat staff partners, as well as external vendors, to successfully produce direct mail and digital campaigns
 - c. Focus on program growth, with special attention to new donor cultivation
 - d. Personally solicit and thank annual fund donors, as appropriate
 - e. Monitor and report on program progress, adjusting strategies and tactics as needed
3. Serve as a critical member of the Advancement team, working collaboratively with colleagues to promote donor retention efforts and support effective moves management practices
4. Achieve proficiency in Advancement's donor database and record management system (CRM)

Other:

- Perform other duties as assigned by supervisor
- Attend and support activities of the affiliate to stay connected with programs
- Provide general support to ensure efficient operations of the Advancement department and affiliate, as needed

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