

Job Title: Advancement Marketing & Communications 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 six 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 plan for 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 Advancement Marketing & Communications Manager reports to the Chief Advancement Officer (CAO) and has primary responsibility for the internal and external communications and marketing strategies for Habitat. The AMCM applies an interactive, journalistic approach to information gathering, cultivating internal and external relationships and generating opportunities that match affiliate goals and needs. The AMCM will focus on a long-term relationship-management approach, and help facilitate a culture of philanthropy within Habitat, engaging Board, staff, volunteers and homebuyer families in the mission and fundraising goals of the organization. The AMCM will also be responsible for overseeing the efficient operations of the Advancement Department.

Prerequisite Requirements

- Commitment to affordable housing
- Positive and professional attitude & ability to manage up
- Excellent communication skills (both verbal and written)
- Strong organizational skills and rigorous compliance with deadlines
- Proven ability to gather information from multiple sources and write compelling content to communicate Habitat’s mission and vision to stakeholders and the community

Responsibilities

Communications and Marketing

1. Coach and educate staff and board in cultivating and maintaining a compelling and authentic Habitat brand identity and assure consistency of communication in support of that brand
2. Develop, execute and update an internal and external Communications and Marketing Plan that reinforces Habitat's mission, brand and strategic plan
3. Develop and write messaging content to meet goals stated in the Advancement Communications and Marketing Plan
4. Conceptualize, design, write content for and produce digital and print media
5. Network with internal and external stakeholders, applying a journalistic approach to interactions, to identify and link opportunities for relationship cultivation and funding that matches affiliate needs
6. Create materials content to support the fundraising, stewardship and outreach plans (i.e. brochures, appeals, reports, etc.)
7. Manage press relations to garner regular media coverage of Habitat's mission and activities
8. Manage contracts and relations with printers, designers, ad agencies and other vendors, as well as communications and web consultants as necessary

Advancement Operations Management

1. Work with CAO to develop the annual and long-term Advancement goals and strategies, and operationalize the new and existing initiatives in the Annual Advancement Work Plan
2. Work with the CAO to develop annual Advancement Department budget
3. Manage the implementation of the Advancement Team Work Plan
4. Achieve proficiency in the Advancement donor database & record management systems
5. Monitor and report on quantitative and qualitative progress of the Advancement Department
6. Maintain knowledge of fundraising regulations, fundraising database software and trends in fundraising strategy
7. Ensure effective communication between the Advancement team and internal and external stakeholders
8. Provide operational support for Habitat events

Other

1. Perform other duties as assigned by supervisor
2. Establish and maintain a close cooperative relationship with department heads and directors to assure full awareness within organization of our culture, values, strategies, and goals to ensure operations are aligned with strategic and annual plans and budget
3. Attend and support activities of the affiliate to stay connected with programs
4. Provide general support to assure efficient operations of the Advancement Department and affiliate as needed

Habitat for Humanity is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, basis of disability or any other federal, state or local protected class. Women, minorities and protected individuals such as those covered by Section 3 are encouraged to apply.