

Public Relations and Marketing Manager

Reports to: Director of Development and Advocacy

Classification: Full Time

Position Summary:

The Public Relations and Marketing Manager is responsible for ensuring all Sussex County Habitat for Humanity (SCHFH) and ReStore external communications are carried out with professionalism and aligned with the branding and goals of the organization.

Primary Responsibilities:

Public Relations and Communications:

- Identify and facilitate opportunities to increase the visibility of SCHFH and ReStore through participation in community and media events, conferences, and advocacy events.
- Develop an annual operational communications plan with measurable goals.
- Develop and maintain media contacts with all area media outlets.
- Develop and implement all details of press events.
- Oversee content development and regularly update the SCHFH website.
- Write content and design a monthly electronic newsletter (Constant Contact).
- Write and distribute press releases and media alerts.
- Manage and monitor social media content and distribution.
- Photograph and video record events, volunteer groups, and other groups that serve on Habitat sites.
- Write and post staff bios, board bios, and Habitat homebuyer bios.
- Work with subject matter experts to develop original content and answer media questions.

Marketing:

- Develop and implement a strategic marketing plan for SCHFH.
- Manage and update graphic design for promotional materials for all SCHFH programs.
- Ensure timely posting of appropriate SCHFH signage at projects and events.
- Create compelling stories and campaigns to highlight SCHFH's community impact.

Branding:

- Ensure all Habitat branding is standardized across all departments, buildings, and external documents.
- Update signage as needed including posters, infographics, vehicles and informational artwork.

- Lead messaging and branding training for internal SCHFH staff.

Knowledge, Skills and Abilities:

- B.A./B.S. required.
- Excellent communication and presentation skills, both written and verbal.
- Proficiency in Microsoft Office and the Adobe Creative Suite, especially Word, Excel, Power Point, Publisher, Adobe Illustrator, Photo Shop and InDesign).
- Proficient with graphic design and video production.
- Strong project management, time management, problem solving and analytical skills.
- Ability to inspire, train, motivate, challenge, and supervise volunteers.
- Ability to work well with people from all backgrounds with varying degrees of experience.
- Strong interpersonal skills for effective relationship-building and networking
- Desire to contribute to a culture which embraces diversity, equity and inclusion.
- Ability to handle multiple projects simultaneously.
- Ability to work with minimum supervision – self-motivated & confident.
- Desire to work as part of a team and willingness to promote the principles and views of Habitat for Humanity.

Work Environment / Physical Requirements:

- Evaluation at 90 days, 1 year and annually thereafter.
- Job will balance between work in the community and administrative work in the office.
- Must have dependable transportation.
- Normal work week is Monday - Friday with occasional Saturday and evening activities.

How to Apply:

- To apply, email your cover letter and resume to apply@sussexcountyhabitat.org
- Visit our website at www.sussexcountyhabitat.org for additional career opportunities.