

Marketing & Communications Manager

Ideal for someone looking for a position that has meaning, and a desire to work for an employer that is impacting the local community by providing affordable homeownership. We are interested in talking to you and invite you to join in our Mission: Seeking to put God's love into action, Lakeshore Habitat for Humanity brings people together to build homes, community, and Hope.

The Marketing & Communications Manager is vital to the successful operation of Lakeshore Habitat for Humanity. A successful candidate would be expected to uphold the Values of Lakeshore Habitat for Humanity:

- Seeks God – Models honorable behavior, language, and actions.
- Safety – Maintains an environment free from physical hazards, unsafe actions and verbal or physical harassment.
- Hospitality – Provides a welcoming, friendly, and gracious environment for customers, donors, staff, and volunteers.
- Stewardship - The careful and responsible management of affiliate resources, donations, and capital.

General Description

The Communications Manager develops and manages the marketing and communications for the ministry (Affiliate and the Holland ReStore). This role is responsible for telling the story of our ministry through various mediums and communications channels.

Primary Duties

- Lead the communications and marketing for the Affiliate and ReStore.
- Manage the automated email marketing for both the Affiliate and ReStore.
- Create communications to show the ministry's impact for external audiences including but not limited to volunteers, donors, homeowners, and customers.
- Create and manage all social media content for both the Affiliate and ReStore.
- Oversee organization's website and digital marketing in partnership with local marketing firm for both the Affiliate and ReStore.
- Manage all advertising for the Affiliate and ReStore.
- Create impactful fundraising appeals that include storytelling and elevate the dignity of homeowners.
- Support the homeownership program by meeting with homeowners to develop homeowner bios, scheduling homeowner photography needs, and supporting other homeowner events as requested.
- Coordinate all video and photography needs.
- Oversee internships focusing on communications/marketing.
- Support all ministry events including sponsorship recognition.
- Assist with grant writing when requested.
- Capture and communicate ministry impact stories.
- Oversee the community engagement plan for the organization.
- Assist the Development team in other duties as needed, such as fundraising, events, volunteer engagement etc.

Required Qualifications

- A strong commitment and passion for the mission of Habitat for Humanity, our local community and underserved populations.
- 3 years or more professional experience in communications and marketing
- Project management experience
- Organizational skills, ability to manage multiple tasks effectively and attention to detail
- Strong communication skills, both oral and written
- Ability to work independently, a self-starter
- Competence in Microsoft software and internet use
- Non-profit and/or ministry-related work may be helpful
- Working knowledge and experience of social media and website management
- Graphic design, photography and videography experience (preferred)

Education and Experience:

- Deep personal and business connections in the Habitat Service Area
- Bachelor's degree or equivalent work experience in fundraising, marketing, public relations, and/or sales.

Our organization offers a competitive salary to qualified candidates. Please provide your letter of interest and CV/resume to:

Lakeshore Habitat for Humanity
Attn: Marketing and Communications Manager
12727 Riley Street,
Holland, MI 49424

Or email to: dave@lakeshorehabitat.org

