



Habitat
for Humanity[®]
of Ventura County

Marketing Manager

Habitat for Humanity of Ventura County (HFHVC) brings people together to build homes, communities and hope in partnership with those in need. Over the past 40 years, Habitat has built 77 new homes and renovated/repared hundreds more, building strength, stability and self-reliance through shelter in Ventura County.

Habitat Ventura County is expanding its programs with the construction of new homes in Ojai, Simi Valley, Camarillo, Santa Paula and other communities while providing critical repairs to low-income homeowners as well as low-cost home improvement through our ReStores.

Position summary

This is a full-time, non-exempt position (40 hours per week) that reports to the Chief Development Officer. Some weekend/evening hours expected.

Work schedule: Monday – Friday 9am-6pm with some evening and Saturday requirements.

Salary Range: \$27.88 - \$29.84 per hour

The goal of the Marketing Manager role is to oversee all aspects of HFHVC's marketing efforts, including promoting and telling the HFHVC story, maintaining a consistent brand image through various marketing mediums and creating and managing HFHVC's direct mail fundraising program. This individual will utilize skills including team-based interaction, project management, goal setting and administrative support. This is a demanding and diverse role that includes a mix of project coordination and creative work.

Primary Responsibilities of this position include:

- Develop and execute marketing and communications strategies and annual calendar for the organization, including special events, ReStore, home repair and new construction
- Create and distribute HFHVC publications, including the monthly e-newsletter and print newsletters
- Develop and distribute direct mail campaigns
- Switch current website to new host
- Maintain website, including regular updates with relevant blogs, promotions and events
- Manage social media accounts and posts (Facebook, Twitter, Instagram, TikTok, LinkedIn, etc.)
- Create graphics for website, social media, marketing and special event collateral and signage
- Create videos for website, social media, marketing campaigns and special events
- Take drone photos and footage at job sites, Team and Playhouse builds and special events
- Interview Habitat clients for testimonials and maintain client story and photo archive

- Maintain lists of volunteers, board members, staff, media and community partners within email marketing program (Constant Contact)
- Make regular updates to all marketing materials
- Management of photo and video library and associated photo release forms for special events, build sites, Habitat clients and ReStores
- Write and distribute press releases and regularly update list of media contacts
- Collaborate with CEO on quarterly op-eds for publication in the Ventura Star and other media outlets
- Work with Construction and Home Repair teams to create marketing plans to recruit new clients
- Increase HFHVC's exposure across our service area, utilizing radio, TV and other media advertising as appropriate
- Stay informed about local, state and federal housing policy and ask supporters to take action as appropriate
- Other marketing tasks as directed

Other

- Respond to all inquiries in a timely fashion
- Public speaking - share the Habitat story with community groups and individuals to inspire and encourage participation and volunteering
- Support specific programs as required and assigned
- Other duties as assigned

Required skills and qualifications

- Commitment to serving low-income families and supporting the need for affordable housing. Previous experience with Habitat for Humanity or other affordable housing organizations preferred.
- Excellent writing, design and organizational skills
- Ability to analyze and think critically
- Strong organizational and planning skills. Detail oriented. Able to manage several activities simultaneously.
- Excellent written and verbal communication skills.
- Comfortable with public speaking.
- Creative and innovative thinker.
- Advanced level skills in Microsoft Office, Canva, Adobe InDesign and Constant Contact.
- Advanced user experience in social media applications including Facebook, Twitter, Instagram etc.
- Knowledge of HTML, CSS, JavaScript, SEO and other web development skills
- Ability to work in a fast-paced, open, team-oriented setting.
- Ability to work nights and weekends when needed. Work hours may vary.
- Minimum 3 years of related experience preferred.
- Bachelor's degree or higher preferred.