



Position Description

Title: Communications Manager	Employment Status: At-Will
Department: Development / Strategic Partnerships	FLSA Status: Full-Time/ Exempt
Reports to: Assistant Director of Strategic Partnerships	Supervises: Interns & Volunteers

MISSION:

Seeking to put God's love into action, Pikes Peak Habitat for Humanity (PPHFH) brings people together to build homes, communities, and hope.

GENERAL DESCRIPTION:

PPHFH seeks a Communications Manager who: can tell a compelling story in 280 characters; use art and design to engage and inspire; leverage hashtags, emojis, and GIFs appropriately and effectively; and apply communication modes and digital media tools to amplify PPFH's mission, brand, and build relationships.

The Communications Manager works with the Assistant Director of Strategic Partnerships to develop and conduct media and community relations as well as communications activities throughout El Paso County, Colorado. Primary duties include researching, writing, and posting press releases, news briefs, media alerts, and web articles; responding to media queries and developing relationships with key media outlets; tracking media coverage; coordinating public relations events, such as press conferences; serving as a media contact; contributing to the organization's social media portfolio and related content; coordinating ReStore digital marketing strategy; serving as the affiliate webmaster; and managing Habitat for Humanity branding guidelines and appropriate usage among PPFH departments.

The Communications Manager will need to engage with diverse audiences through multiple channels, and is as comfortable doing so online as in person. Through strategic thinking and creative storytelling, the Communications Manager will help PPFH elevate our mission and convey the Habitat for Humanity story in a manner that authentically connects with our stakeholders: donors, ReStore customers, volunteers, vendors, future homeowners, Board of Directors, El Paso County community members, the media, and other collaborators.

CORE RESPONSIBILITIES:

Media Relations:

- Monitor, manage, and update the editorial calendar to reflect marketing strategy and communications priorities, incorporating ad hoc events as they arise
- Create, post, and share high-quality, compelling, and relevant content about PPFH programs, campaigns, and mission-related news, etc. via social media channels including website, Instagram, Twitter, and Facebook
- Develop creative and innovative media (such as graphics and videos) to promote events, campaigns, and programs
- Design social media toolkits to engage users in amplifying our programs and campaigns
- Monitor social media accounts and interact with users

- Collect and review data to gauge and/or improve the effectiveness of social media strategies
- Research and evaluate paid/earned/free digital, print, and broadcast media opportunities to increase the visibility of PPHFH's programs and campaigns
- Stay informed of the social media space, digital marketing, and emerging content trends, monitoring for conversations, activities, and developments that may serve as opportunities for PPHFH
- Lead the ideation and implementation of other social media strategies to help PPHFH achieve our goals
- Write compelling stories and copy related to PPHFH future homeowners, repair program participants, affiliate volunteers, and staff/team members via in person interviews and questionnaires; and manage media restrictions and privacy concerns of said stakeholders

Additional Communications:

- Support ReStore digital marketing outreach in association with Chief Retail Officer (CRO) and ReStore-based social media staff to ensure the staff can reply to customer inquiries within a 4-hour business day window
- Support Habitat partnerships, campaigns, and activities (such as Home is the Key, Women Build and Veterans Build) in local fundraising efforts and events, particularly reporting requirements due to HFHI or HFHC; and other similar partnerships
- Assist Strategic Partnerships team on outreach tasks to maintain and manage existing client portfolio while expanding to new stakeholders and community relationships
- Serve as lead editor on quarterly print newsletter and monthly affiliate electronic newsletter
- Help write and edit targeted newsletters, emails, and other outreach to donors, volunteers, and other community members
- Assist in designing promotional materials such as program flyers and event signage
- Curate and assist in the design of a variety of publications
- Lead the design and development of annual Year in Review publication and subsequent roll-out campaign to include letter to targeted stakeholders and promotional video
- Serve as PPHFH's lead webmaster liaising with web hosting company and other third party vendors
- Works with internal team members to raise awareness of PPHFH programs and initiatives
- Assists the Assistant Director of Strategic Partnerships in developing messages that help achieve PPHFH mission and related goals
- As required, assists the Assistant Director of Strategic Partnerships and Executive Assistant to the ED/CEO & PPHFH Advocacy Ambassador in writing materials, such as feature articles for various publications, news releases, fact sheets, blog posts, media statements, op-eds and letters to the editor
- Serve as occasional affiliate spokesperson when ED/CEO and Director of Strategic Partnerships are not available
- Prepare for and participate in physical and virtual events
- Perform other duties as assigned

Administrative/Program Support:

- Provide media-related email support for Strategic Partnerships team for campaigns and events, and respond to other program-related inquiries
- Work with Director of Strategic Partnerships to secure 'in-kind' media support for various funding campaigns, events, and initiatives
- Assist with database management to maintain up-to-date media contact list
- Serve as liaison between print vendors/mailing houses for various collateral items and projects that come under the purview of the Communications Manager
- Perform other program-related or administrative duties, as assigned

EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, ABILITIES:

The following briefly describes knowledge, skills, abilities and characteristics associated with this position, including any required experience, education, licensure, certification or combination thereof:

- Bachelor's degree (or higher) in journalism, public relations, communication, or marketing; strong writing and editing skills; experience in working with print, broadcast, and interactive/multimedia
- Attention to detail
- Ability to work in a team environment and enthusiasm for affordable housing and the mission of PPHFH
- Proficiency in working autonomously, under tight and changing deadlines
- Good working knowledge of website editing
- Demonstrated experience working within corporate/organization brand guidelines
- Possessing personal contacts with key El Paso County/regional community stakeholders, members of the media, charity work
- Understanding of media/public engagement processes, as well as the legislative process and those activities that could impact the public's perception, appreciation, and need for affordable housing and the role of PPHFH
- An ideal candidate will have a good working knowledge and experience in using the following applications, tools, and platforms:
 - Instagram, Twitter, Facebook, YouTube, LinkedIn, Pinterest, TikTok, etc.
 - Basic video editing and/or digital media production skills
 - A high degree of familiarity with WordPress and Mailchimp
 - Adobe Creative Cloud Suite, Canva, MS Office Suite, Dropbox
 - Experience working with Hootsuite or other social media management platform a plus

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals in this position will generally work indoors and will have a workspace designated solely for them. Necessary office furnishings, equipment, and supplies will be provided by PPHFH. While performing the duties of this job, the employee may periodically be required to work outdoors with exposure to weather conditions prevalent at the time. The employee may periodically be required to work in an offsite environment or at special events/conferences, and from time-to-time may be asked to travel on PPHFH business, at the affiliate's expense. The noise level in the work environment is usually moderate.

JOB STATUS:

- 1) FLSA Classification: This position is exempt according to guidelines of the Fair Labor Standards Act and, as such, an individual in this position is not eligible to receive overtime pay.
- 2) Full- or Part-Time: This position is full-time in nature. An individual in this position will regularly work a schedule consisting of 40 hours per week.

- 3) Work Location: This position's primary work site is the PPHFH business office location in Colorado Springs, CO. The nature and responsibilities of this position are such that the position is not eligible for alternative worksite arrangements, such as working from home or telecommuting, on a consistent or recurring basis.
- 4) Schedule: For PPHFH, the usual business days are Monday through Friday, holidays excepted, and usual business hours are from 8:30 A.M. to 5:00 P.M. Mountain Time Zone. This position, however, will require earlier and later work hours as well as occasional work on weekends. The nature and responsibilities of this position are such that the position is not eligible for flexible work scheduling, such as 4-day workweek or alternate start/end times, on a consistent or recurring basis.

EQUAL EMPLOYMENT OPPORTUNITY:

Pikes Peak Habitat for Humanity complies with all applicable Equal Employment Opportunity laws. Employment decisions are made without regard to race (including characteristics associated with race such as hair texture, hair type, and protective hairstyles), color, religion, sex, sexual orientation, gender identity, transgender status, national origin, disability, pregnancy, age (40 or older), genetic information (including family medical history), marital status, military status, lawful conduct outside of work, membership or non-membership in a labor organization, or status in any other group protected by federal, state or local law.

COMPENSATION AND BENEFITS:

- The hiring range for this position is projected to \$50,000 - \$55,000 per year depending on experience.
- All full-time Pikes Peak Habitat for Humanity employees are eligible for the following employee benefits:
 - Medical / Life / Dental / Vision insurance
 - 401(k) retirement program with employer match up to 4%
 - Accrued vacation and sick hours
 - Paid holidays

APPLICATION TIMELINE & INSTRUCTIONS: NO PHONE CALLS, EMAILS, OR PERSONAL INQUIRIES

Position will remain open through August 31, 2022.

Apply on our website at pikespeakhabitat.org/employment

- Upload C.V./Resume
- Upload cover letter explaining how you meet/exceed the position's preferred levels of education and experience contained within this job description.