

## MARKETING ASSOCIATE JOB DESCRIPTION

### Description

Habitat for Humanity of Frederick County offers multiple affordable home ownership programs, ranging from the well-known Habitat home build projects to an award-winning, innovative Land Trust, to home repairs and aging-in-place modifications, all of which center around the mission 'putting God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.'

Habitat for Humanity of Frederick County is seeking a skilled and savvy individual to produce and manage the organization's marketing efforts. This individual will strategically reach a variety of audiences with a variety of messages centered on the organization's provision of affordable home ownership opportunities to local residents. A qualified candidate will produce marketing pieces that leverage the internationally famed Habitat brand while focusing on the local work of this quickly growing Habitat affiliate.

### Responsibilities

- Design and oversee production of all local marketing collateral within the Habitat for Humanity International brand guidelines. This may include, but is not limited to, signage, brochures, fundraising pieces, presentation materials, webpages, invitations and advertisements.
- Create content and manage social media platforms for Habitat Frederick and Habitat's ReStore
- Create content and manage email campaigns, including monthly e-newsletter as well as special eblasts
- Oversee production of quarterly print newsletters
- Produce collateral for the Habitat ReStore promoting the store and linking it to the Habitat mission. This may include, but is not limited to, virtual displays, signage, brochures and advertisements.
- Maintain and update organization's website as needed
- Review 3<sup>rd</sup> party marketing materials for accuracy and adherence to branding guidelines
- Additional assignments as determined by the Marketing and Development Department

### Requirements

- Able to work in a fast-paced team environment, juggling multiple priorities and assignments, while strategically coordinating a wide variety of messages
- Self-starter who can work independently while also coordinating efforts with fellow team members
- Comfortable with basic design and office software as well as social media
- Strong eye for aesthetic design, brand management, and heartfelt messaging
- Excellent communication skills
- Bachelor's degree and/or relevant experience required
- Graphic design experience highly valued

**Hours:** 20 hours a week. The majority of hours will occur during normal business hours on a schedule agreed upon by the organization and the candidate. While rare, occasional projects or events may require additional hours, to be pre-arranged by the organization and the candidate.

**To apply:** Submit resume, cover letter and samples of past design work to Development & Marketing Director, Bethany Miller at [bethany.miller@frederickhabitat.org](mailto:bethany.miller@frederickhabitat.org).