



SR. MANAGER OF COMMUNICATIONS

Remote Opportunity - California Based

[About Habitat for Humanity California](#)

Habitat for Humanity California is a coalition of Habitat for Humanity Affiliates statewide, empowering families through affordable homeownership and fostering economic and racial equity in California. We lead Habitat's statewide advocacy and housing policy efforts, support local community capacity building and peer to peer professional development.

Your Impact

The Senior Manager of Communications is a newly established role, and the right candidate has an opportunity to shape our future, starting with our strong foundation and propelling our small, but influential organization. This role will design and implement the communications strategy to launch the organization's external presence, leverage our strong brand, help shape our identity and reinforce our statewide credibility in the nonprofit housing sector and within our Habitat network. This role will report to and work in close partnership with the Executive Director, along with Habitat Affiliate Leaders and team members statewide. Ideal candidates:

- Embrace communication with excitement and creativity, are problem solvers and able to leverage traditional and social media to cultivate public opinion.
- Enjoy a varied role and range of activities, are strong team players who can wear many hats.
- Possess skills to operate at the big picture strategic level as well as the day-to-day detailed operational level.
- Thrive in a collaborative, virtual and self-directed work environment that values creativity and initiative.
- Appreciate working independently and in a small team accountable to many stakeholders geographically dispersed throughout California

Core Responsibilities

Marketing Strategy and Development

- Develop and implement an effective communication strategy to support Habitat for Humanity California's objectives and identity, using varied communication channels; create new and leverage existing collateral for media relations, marketing, affiliate outreach, public relations, and legislative advocacy, including digital strategies.
- Grow and strengthen our community by providing a strong brand experience for Board members, Habitat affiliates, partners, and community members.
- Develop the marketing and promotion of annual events: including our annual Advocacy and training conferences, and other sponsored events and activities.
- Develop and market virtual events and stakeholder learning sessions.
- Create content and provide messaging oversight including:

- Correspondence, articles, internal and external publications, press releases, advertising creative, marketing collateral, newsletters, website, and social media content
- Support the Executive Director in development of presentations, press conferences, and messaging
- Experienced using metrics to measure the success of various communications initiatives and using metrics to drive results.
- Manage the day-to-day activities of the marketing and communication function.
- Identify challenges and emerging issues faced by the organization and housing industry.
- Experienced in strategic executive communications and crisis and change management communications.
- Develop and execute digital communications strategy, maintain affiliate website, develop and manage social media
 - Basic website editing in a WordPress content management system; work with Website Developer for more complex updates.

Administration and Program Support (20%)

- Support the organization and Executive Director on administrative activities and policy adherence
- Provide accurate and timely reports, scheduling, planning
- Resource development support - grants and corporate partnership support
- Other duties as assigned

Skills

Strongest candidates will possess many of the following professional and personal abilities, attributes, and experiences:

- Five or more years of professional experience with a successful track record in marketing, public relations, communications, advertising, media relations or related field.
- Demonstrated experience in developing a comprehensive communication strategy and program implementation.
- Proven ability to incorporate new media technologies creatively and thoughtfully.
- Excellent organizational and prioritization skills, able to manage and deliver on multiple assignments under tight deadlines.
- Extensive successful writing and editing experience with a variety of print and online communications media.
- Ability to effectively interact with a variety of audiences, including media, civic, community, faith-based, academic, philanthropic, corporate, and government officials
- Demonstrated experience, creativity, and evaluative thinking skills to assess problems and find solutions.
- Graphic design experience a plus.
- Strong proficiency using Microsoft Office and virtual platforms.
- Willingness to travel occasionally within California and 1-2 times annually within US.
- Must be able to pass criminal background check. *(In accordance with state and county law: convictions do not necessarily rule out employment, it depends on the nature and severity of the conviction and is evaluated on a case-by-case basis, check is conducted on last 7 years only.)*

Benefits

Compensation for this role is competitive, salary range \$75,000 - \$90,000 DOE. This full-time position offers retirement savings plan, health insurance stipend, and generous paid time off, 20 days vacation, 3 sick days, and 10 paid holidays.

Application Instructions

To apply, please submit:

- Your resume and cover letter to: info@habitatca.org
- Include in the Subject Line: Sr. Mgr. Comm

Habitat for Humanity California is an equal opportunity employer and strives to reflect the diverse community it serves. Habitat for Humanity California does not discriminate on the basis of race, sex, religion, national origin, gender identity or expression, sexual orientation, disability, age, or any other category protected by local, state, or federal laws. We are committed to building a diverse, equitable, and inclusive staff team. We strongly encourage applicants who are people of color, LGBTQ, women, trans and gender non-conforming people, and people with disabilities.