



JOB DESCRIPTION

Job Title:	Director of Communications	FLSA status:	Exempt
Department/Unit:	Marketing	Report to:	CEO
Location:	Richmond Headquarters	Travel Required:	Richmond Area
Level/Salary Range:	TBD	Position Type:	Full-time

Job Description

JOB PURPOSE:

The Director of Communications position is responsible for the development, coordination and implementation of all marketing, public relations, and advocacy activities for RMHFH. At the direction of the CEO, this position will develop programs, campaigns, projects, and other materials that engage interest and encourage support of RMHFH programs and services. Additionally, this position will be responsible for researching, identifying, and advocating on behalf of policies that will help to further the mission of the organization and increase access to affordable housing opportunities at the local, state and federal level.

As the official spokesperson for RMHFH, this position will also be required to demonstrate a commitment to RMHFH's mission, structure and principles, have strong interpersonal and presentation skills, excellent writing and editing ability, and be well-organized with the ability to articulate and implement fresh ideas in an organized manner.

ESSENTIAL JOB FUNCTIONS:

Marketing

- Develops, oversees and assists with the preparation and publishing of all marketing materials for RMHFH and ReStore to include but not limited to, brochures, e-blast communications, press releases, annual reports, social media feeds and website content that promote both in-kind and financial support.
- Identifies and cultivates relationships with potential media partners to include print, television, radio and social media outlets.
- Establishes and maintains relationships with community business partners to encourage their support of RMHFH business goals.
- Gathers, writes and manages online content for web, e-newsletters and social media outlets.
- Identifies and submits engaging articles, photos, videos and social media content to the appropriate outlets to create and maintain community interest and engagement.
- Professionally represents RMHFH at pertinent informational and networking events.
- Provides support in fulfilling other specific marketing and communication requests as needed.
- Manages and supervises the Marketing Manager position at the ReStore.

Advocacy

- Researches and identifies pieces of legislation that could benefit the organization, our homebuyers, and other affordable housing organizations.
- Develops plans to engage with elected officials and educate them about the work of Habitat for Humanity.
- Collaborates with other Habitat affiliates across the state and country to advocate on behalf of issues that affect us as a collective.



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- Develops easy ways for our partner families, staff, and volunteers to engage in advocacy. Provides training to encourage these target groups to participate in advocacy events.
- Keeps the CEO and other members of the leadership team up to date on important legislative priorities at the local, state and federal level.

KNOWLEDGE/SKILLS/ABILITIES

- Willingness to commit to the Habitat for Humanity's global mission, principles and structure
- Demonstrable project management skills
- Ability to work and manage a team environment
- Working knowledge of MS Office; proficiency in Word, Outlook, Excel, Access and PowerPoint
- Ability to communicate effectively both orally and in writing.
- Demonstrable skills coordinating and implementing annual campaigns
- Excellent writing, editing and presentation skills
- Professional demeanor
- Ability to respond to multiple demands

MINIMUM EDUCATION / EXPERIENCE REQUIREMENTS:

- Bachelor's degree in Public Relations, Marketing, Business Management or related field or training/direct experience equivalent
- Five years' experience.
- Valid Driver's license, acceptable driving record and a car that can be utilized for work purposes

Please send resume and cover letter to mpeay@richmondhabitat.org

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:	Kristin Vinagro	Date/Time:	4/12/2022
Employee signature:		Date:	