

Friday Futures – Nonprofit Marketing Jobs

November 4, 2011

- 1. Communications Manager**
- 2. Coordinator, Online Content and Community**

1. Communications Manager

Habitat for Humanity
San Francisco, CA

Habitat for Humanity Greater San Francisco partners with working families and the community to build affordable ownership homes in Marin, San Francisco and the Peninsula. The Communications Manager manages all aspects of the communications program at Habitat Greater San Francisco, which includes the usage of the Habitat world class brand. The Communications Manager is responsible for creating a strategic roadmap of activities throughout the year to build awareness of the organization as a leader in affordable ownership housing, to strengthen and maximize the organization's local affiliate brand, and to help engage key constituents, stakeholders and partners in our mission and cause.

The Communications Manager will be responsible for the development, integration, and implementation of a broad range of communication activities relative to the strategic direction and positioning of the organization. Key elements of the program include integrated communications collateral and services including: newsletter and other print publications, web, e-news and other online communications including social media, public relations and media, and marketing and advertising.

Primary Responsibilities

Communications Strategy:

- Work with leadership team and staff to recognize internal and external communication opportunities and solutions, and define and execute appropriate strategies to support them.
- Develop and implement an integrated strategic communications plan to advance Habitat Greater San Francisco's brand identity, broaden awareness of its programs and impact; and increase visibility across key stakeholder audiences.

Public relations, marketing, and advertising:

- Create marketing/public relations strategy that will allow Habitat Greater San Francisco leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media and key influencers.
- Write press releases, respond to incoming media requests, maintain press contacts, and proactively follow up on media pitches.
- Create advertising schedule and strategy that is cost effective and in alignment with the overall public relations strategy to maximize exposure.
- Draft strategic messaging and talking points for Habitat Greater San Francisco spokespeople.

Brand manager, collateral content management and creation:

- Write compelling, persuasive copy designed to engage a broad spectrum of stakeholders and the broader community.
- Work to differentiate the local brand from the international brand, ensuring that the local community has a strong awareness and appreciation for what makes the affiliate a unique

partner.

- Create, manage, and execute wide-ranging marketing initiatives/projects, including direct mail, email, website content, advertising, program collateral, and other outreach elements.

Social Media and online maintenance and strategy:

- Serve as editor of all online tools, including social media platforms, blog, e-newsletter, and website content.
- Oversee implementation of the editorial calendar for all online communications, intersecting online communication with print.

Communications operations:

- Maintain skill levels, knowledge, and mastery of technology tools required to perform job requirements.
- Utilize creativity and resourcefulness to meet goals within budgetary parameters to support and grow communication platforms.
- Supervise the online communication coordinator, pro-bono skilled volunteers, vendors, and advisory committees.
- Provide ongoing ROI analysis of all communications efforts.
- Oversee the day-to-day activities of the communications function including budgeting and planning.
- Other duties as assigned.

Recommended Skills and Qualifications

- Commitment to serving families with low-incomes and advancing the critical call for affordable ownership housing in Marin, San Francisco and the Peninsula.
- Ability to work in a high-energy organization; a team player willing to take on new challenges and who demonstrates ability to partner across all organizational levels and departments.
- Results oriented and experienced communication professional with demonstrated successes and capabilities across a broad spectrum of activities.
- Computer skills: Microsoft PowerPoint, Word, Excel, Publisher, and Outlook required. Knowledge of Adobe Creative Suite and web site management a plus.
- Excellent written and oral communication skills that is effective with a broad diversity of audiences.
- Excellent organizational and prioritization skills, able to manage and deliver on multiple assignments under tight deadlines.
- Bachelor's or equivalent required. Advanced degree in journalism or communications and/or five years related work experience recommended.
- Not-for-profit housing development experience and knowledge preferred.
- Able to work nights and weekends as necessary.
- Must be able to pass background check.

Compensation

Salary is commensurate with experience. This full-time position offers health, dental and vision insurance, twenty paid days off, retirement and other benefits.

INTERESTED APPLICANTS

Learn more about Habitat Greater San Francisco and download a copy of the employment application at www.habitatgsf.org. This position is based in San Francisco.

To apply, email the following to careers@habitatgsf.org by December 15th, 2011. Please include "Communications Manager" in the subject line. Incomplete applications will not be

accepted.

[1.Habitat](#) Greater San Francisco Employment Application

[2.Compelling](#) cover letter with salary requirements

[3.Current](#) resume

Applications will be accepted through December 15th, 2011 or until position is filled. Ideal start date for this position is January 10, 2012. Candidates will be contacted for interviews on a rolling basis. No phone calls please.

2. Coordinator, Online Content and Community World Wildlife Fund Canada Toronto, Canada

Position description:

The Coordinator, Online Content and Community, will support communications, particularly the digital content/community team in day-to-day social media interactions, and the creation of content to share with our audiences. This position will provide administrative support to the Manager, Digital Content and may be required to work flexible hours, depending on the demands of the department.

Major Duties and Responsibilities:

Day-to-day social media interactions

- Monitor, respond to and engage online conversation in our communities and in external communities
- Perform day-to-day logistics for our social media sites and monitor/report on successes and trends
- On weekends, reserve a small amount of time to update the blog, Twitter and Facebook accounts with time-sensitive posts as needed.
- Develop relationships with online thought-leaders, decision-makers bloggers, supporters, customers, sponsors.
- Promote blog (via Twitter, Facebook, Technorati, other blogs).

Online content creation

- Research and write content for our social media sites, wwf.ca, and some of our emails and newsletters.
- Research and write content for our Living Planet Community (LPW).
- Develop and produce interactive media such as video for use on our social media sites.

Administrative support

- Work on campaign-specific strategy and delivery (e.g. Earth Hour and CN Tower Climb timelines, deliverables, tasks)
- Help with contracts and invoices
- Share in internal training on social media and blogging
- Assist in development of online volunteers
- Report on specific campaigns and successes/ needs/ recommendations.
- Create and maintain daily/weekly reports on content (page views, etc) and social media
- Create and maintain supporting documents: such as production schedules, posting process documents, sign off sheets, online style guides, freelancer contact info for roster, online editorial calendar, etc.

Key Qualifications and Experience:

- Post-Secondary Education in marketing, communications, public relations, or equivalent
- 3 to 5 years experience in all aspects of web, from current social media applications to content management systems
- At least two years experience writing for the web
- At least two years experience in producing/writing for Facebook, Twitter, YouTube, Flickr

Skills and Abilities required:

- Strong written communication skills including conversational writing
- Relationship-building, collaboration and customer service skills with internal and external stakeholders
- High-level of initiative, problem solving skills and independent thinking
- Excellent planning and multi-tasking skills
- Conversational French (in writing) is an asset

Term: This is a full time position, based in our Toronto office.

How To Apply:

A resume and cover letter referencing the position and salary expectations should be directed to Human Resources at CA-jobs@wwfcanada.org by November 21, 2011. Please reference position **DCO111**.