



Job Description

Position Title: ReStore Marketing Coordinator

Team: Communication & Marketing

Supervisor Title: Director of Communications

FLSA Status: Exempt

Date: 5/14/2019

Non-Exempt

General Position Summary:

Under the guidance of the Director of Communication, the ReStore Marketing Coordinator creates, implements, and assesses the Habitat ReStore's marketing plan including building and executing digital media strategies and campaigns with a goal of driving donations, sales, and volunteer recruitment for the Habitat ReStores. Greater Des Moines Habitat for Humanity's ReStore Marketing Coordinator works closely with the Communication & ReStore teams, with an emphasis on advertising, branding, event planning, and social media management.

Core Responsibilities:

1. Responsible for creation and distribution of weekly ReStore e-newsletter and management of ReStore social media and ReStore specific web pages.
2. Coordinate all ReStore marketing and advertising including print, electronic, and broadcast outlets – working in conjunction with a third party marketing company (if applicable).
3. Manage and coordinate all ReStore marketing events (trade shows, in-store promotions, and community presentations) including creative development, design, set-up, coordinating volunteers, and budget oversight. Average of seven trade shows and six in-store events each year.
4. Serve as liaison between Development & Marketing Director and ReStore Director to assist in carrying out ReStore marketing objectives.
5. Oversee ReStore in-store brand identifiers, including production of store signage and messaging.

Requirements:

- College degree in related field and minimum of three years of experience
- Knowledge and proficiency with Adobe Creative Suite products
- Ability to think creatively and strategically
- Desire to work in the nonprofit sector with a faith-based organization
- Strong organizational and time management skills

- Excellent written and verbal communication skills
- Ability to work independently and as a part of a team
- Experience with Habitat for Humanity and/or affordable housing a plus
- Proficiency with WordPress or similar CMS preferred
- Outstanding written and oral communication skills with ability to articulate passion for and commitment to Habitat's mission
- Some evening and weekend availability required

Job Competencies Demonstrate commitment to Greater Des Moines Habitat for Humanity's Mission and Core Values of:

Mission:

Seeking to put God's love into action, Greater Des Moines Habitat for Humanity brings people together to build homes, communities, and hope.

Vision:

A world where everyone has a decent place to live.

Values:

Build Faith and Family

Build as Stewards

Build Solutions

Build a Safety Mindset

Build with Heart

Normal Work Environment (Check best description):

Office

X

Outdoors

X

Retail

X

Continuous (67-100% of workday)

Frequent (34-66% of workday)

Occasional (1-33% of workday)

Physical Requirements:

Continuously = 67-100% of workday

Frequently = 34-66% of workday

Occasional = 1-33% of Workday

(Indicate C, F, or O in front of each below)

C Sitting

F Standing

O Bending

O Twisting

O Stooping

O Reaching above Shoulder

O Kneeling

O Reaching below Shoulder

O Crawling

O Working at Low Position

O Climbing Stairs

O Pushing/Pulling

Climbing Ladders

Working on Elevated Surfaces

Driving

Walking

Working on uneven surfaces

Weight Lifting/Carrying:

Sedentary (0-10 lbs.)

Light (11-25 lbs.)

Medium (26-50 lbs.)

Heavy (51-74 lbs.)

Very Heavy (75-100 lbs.)

Dexterity:

Eye/Hand Coordination

Feet (foot pedals)

Fingering (picking, pinching, etc.)

Handling (holding, grasping, etc.)

Wrist Motion (repetitive flexion/rotation)

Hearing: X Yes No

Hearing is necessary to perform the job as the ability to communicate verbally is essential to working with internal and external customers.

Visual Acuity Distance:

Clarity of vision at 24 inches or less necessary to view computer monitor and read reports.

Equipment/Supplies/Tools

- Computer and Accessories
- Printer/Copier/Scanner/Fax
- Telephone
- General Office Supplies