**Director of Communications**

**Organization:** Helena Area Habitat for Humanity Office **Location:** Helena, Montana

**Status:** Exempt, Full-time position (General schedule: 8:30-5:00 Monday-to-Friday) Some evening and weekend hours required

**Reports to:** Executive Director

**Salary:** $75,000 – 80,000

**Summary/Objective:**

Helena Area Habitat for Humanity is searching for a director of communications to join our team to build and execute a messaging and communications strategy that conveys a consistent, compelling voice across its communications channels, helping to advance its mission, outreach, and fundraising goals.

We are willing to consider a training assignment for the right candidate who may not have all the education and experience.

**Responsibilities:**

**Marketing and Communications** (50%)

* In conjunction with the Executive Director, develop and execute a well-rounded communications plan to support the organization's strategic vision and goals, factoring in earned media opportunities, events, printed materials, paid marketing, mailings, e-newsletters, events, social media, and website content.
* Work with staff, volunteers, and board to build and grow the organizational profile among an ever-expanding strategic audience and communicate about Habitat’s work in a way that motivates them to support the work through engagement, volunteerism, and donations.
* Provide framing, messaging, editing, and content advice and act as a final review for outreach, event, advocacy, presentations, and development materials.
* Provide direction for and execute paid media, including social, digital, radio, billboard, TV, influencers, TV, or other strategies to target effective messages to specific audiences.

**Media Relations** (20%)

* Develop, direct, and oversee the organization’s media strategies, including pursuing earned media coverage, editorials, LTEs, and other tactics.
* Cultivate relationships with reporters and media outlets and serve as the organization’s lead point person for all contacts with the media.

**Social Media** (20%)

* Manage organizational social media platforms, ensuring that content is accessible, on message, timely, and reflective of the organization’s mission and values.
* Create and maintain a social media calendar, integrating photos, stories, videos, and other curated content on various platforms to increase following and engagement.

**Outreach and Advocacy** (10%)

* Identify and pursue opportunities for community engagement, including public presentations, event planning or attendance, public hearing participation, and social/civic groups.
* Work with the Habitat team and partners and policymakers to design public awareness and education campaigns for broader community/societal change around housing.

**Required Skills and Experience:**

**We are willing to consider a training assignment for the right candidate who may not have all the required education and experience.**

Must have:

* Relevant education and/or experience with media relations, marketing, advertising, public relations, and communications
* Experience with media relations, including crafting messaging, writing press releases, etc.
* Experience managing social media platforms
* Experience with other online communications platforms such as email distribution systems, managing or updating websites, and design programs (like Canva)
* Strong writing, editing, and proofreading skills and an ability to translate complex concepts into accessible written materials
* Ability to work independently and in a team dynamic

Nice to have (optional):

* Experience leading an organization with marketing, advocacy, and/or communications.
* Experience with design and video/podcast/audio editing programs such as Adobe InDesign, Illustrator, Photoshop, and Adobe Premiere.
* Familiarity with public policy, advocacy, or legislative process in Helena or Montana
* Experience with ethics of storytelling in a human services context

**Special Work Requirements:**

* Work is performed in an office setting with frequent interruptions to workflow with sound distraction.
* Ability to lift 25 pounds as needed.
* A valid driver’s license and ability to be insured are required.
* Pass a background check.
* Discretion and confidentiality concerning Habitat families and donors.

**Commitments:**

* Mission commitment – committed to Habitat’s mission and values and consider them as a framework for all professional decisions.
* Diversity commitment – compelled by our Koinonia roots to put God’s love into action and pursue housing justice for all by driving diversity, equity, and inclusion with accountability and trust while attracting and retaining diverse, mission-driven talent representative of the community we serve.
* People commitment – dedicated to working effectively as a team member with staff, volunteers, homeowners, and other stakeholders from all races, faiths, and backgrounds.
* Results commitment – goal-driven, results-oriented, and committed to building quality, affordable homes, and recognize that each team member has a vital role in that goal.
* Personal development commitment – committed to self-evaluation and ongoing professional development, striving to stay current with best practices in our work personally and as an organization.

Helena Area Habitat for Humanity is an equal opportunity, affirmative action employer.

Email a cover letter and resume to info@helenahabitat.org

About Habitat for Humanity: Founded in Americus, Georgia, USA, in 1976, Habitat for Humanity today operates around the globe and has helped build, renovate and repair more than 22 million homes worldwide.

About Helena Area Habitat for Humanity: HAHFH was founded in 1992 with a mission to eliminate substandard housing locally through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions.