



## **Marketing and Communications Specialist**

### Position Description

**Objective:** In response to the affordable housing crisis in our community and Housing for New Hope's commitment to ending homelessness one valuable person at a time, we seek a creative, mission-driven marketing and communications professional to join our Resource Generation and Community Engagement Team. The Marketing and Communications Specialist will be an integral part of efforts to implement our new strategic plan and will have the opportunity to work with a team in creating marketing, social, media, and publication relations plans that will raise awareness of and commitment to Housing for New Hope's work in the greater Durham community.

**Reports to:** Director of Community Engagement and Giving

**Team:** Resource Generation and Community Engagement

**Status:** Hourly, Non-Exempt (approximately 15 hours weekly)

### **Responsibilities:**

- Be an advocate for compelling, effective storytelling by partnering with staff to develop stories for distribution on a variety of channels utilizing a wide mix of media platforms.
- Manage the organization's social media and online presence to share HNH's mission and programs, and create a deep, broad awareness of the organization's work in the community. This will include creating content, posting and scheduling posts, managing the platforms, and following the brand guidelines.
- Create and implement an annual social media plan.
- Be a champion for use of HNH branding throughout the organization by ensuring implementation of brand standards.
- Collaborate with the Director of Development in planning, writing, and managing monthly newsletters.
- Draft, distribute, and pitch news releases, media alerts, and other stories to be approved by the Executive Director in support of the agency's communications and marketing plans.
- Develop and maintain marketing materials (including presentation decks) for use by staff, Board, and volunteers in telling the story of HNH.
- Design flyers, graphics, invitations and other marketing material in support of the agency's communications and marketing plan and brand guidelines.

- Manage the HNH website to keep it up-to-date, including the creation of new content as needed.
- Support Director of Development and appropriate Board committees in planning, implementation, and promotion of key special events.
- Regularly sync key donor/constituent information from social media and web platforms with the donor database.
- Other duties as assigned.

**Qualifications:**

- Bachelor's degree in Marketing/Communications or closely related field
- 3+ years relevant experience
- Self-motivated; strong organizational skills; detail-oriented; ability to prioritize, multi-task, and meet deadlines
- Intermediate-level graphic design skills preferred
- Must have excellent interpersonal and follow-up skills
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team
- Experience with Google Analytics preferred
- Firm grasp of available tools and platforms in the social media and digital space including MailChimp, Hootsuite, and Canva.
- Working knowledge of Office 365 required; proficiency in Adobe Creative Suite (Indesign, Photoshop, Illustrator, Premiere) preferred.
- Enthusiasm for the mission of Housing for New Hope and the people we serve
- Networking connections in the Durham community is a plus.

**Compensation:** Commensurate with experience and qualifications.

**Compensation Range:** \$25.00 to \$28.00 per hour

**To apply:** Submit one document that includes your cover letter and resume via email to:

**Tamaira Johnson**  
**Manager of HR and Finance**  
**Housing for New Hope**  
**jobs@housingfornewhope.org**

Applications will be accepted until position is filled.

Academic, MVR and criminal checks will be conducted before a final offer is made.

***Housing for New Hope is an equal opportunity employer and values diversity. All employment is decided based on qualifications, merit and business need.***