



## Marketing & Communications Specialist

**Location:** Main Office, 8210 Yellowhead Trail, Edmonton, AB T5B 1G5

**Full-Time:** Monday – Friday

**Closing date: February 28, 2025**

Habitat for Humanity Edmonton is a charity operating in affiliation with Habitat for Humanity Canada and Habitat for Humanity International, whose vision is to see a world where everyone has a safe and decent place to live. As well:

- Habitat Edmonton is a registered charity that brings communities together to help families, couples, and individuals build strength, stability, and self-reliance through affordable homeownership.
- Habitat Edmonton is one of over 50 Canadian Habitats affiliated with Habitat Canada, who in turn is governed by Habitat International.
- In addition to being a registered charity, Habitat Edmonton facilitates home construction, manages a portfolio of affordable homes, empowers volunteers and homeowners, and operates a social enterprise that includes four stores.

### Position

The Marketing & Communications Specialist (MarComm Specialist) that we seek is responsible for developing engaging and creative social media content for various online platforms, and for creating compelling content for communications mediums of the organization. They will utilize graphic design and video production to produce marketing materials for websites and campaigns, engage in public relations and community engagement, and perform social media monitoring and trend analysis. The MarComm Specialist is responsible for upholding the organization's brand standards and engaging with stakeholders in an authentic manner. This role demands creativity, strategic thinking, and exceptional technical proficiency across various computer programs and tools, including design software and digital platforms.

### Duties & Responsibilities:

- Create compelling content for direct mail campaigns, grant applications, newsletters, and other communication mediums.
- Develop engaging and creative social media content tailored to various online platforms and audiences.
- Utilize Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro) to produce professional-grade marketing materials.
- Create and edit video content using tools like Canva and CapCut for social media, websites, and campaigns.
- Design content and distribute newsletters in Constant Contact with attention to layout, branding, and audience engagement.
- Oversee website content and design using WordPress and Elementor, ensuring SEO optimization and responsiveness across devices (mobile, tablet, desktop).
- Execute creative, data-driven marketing campaigns to enhance brand awareness and growth.
- Monitor and analyze data from social media, newsletters, and other platforms, tracking performance to inform future strategies.

- Regularly monitor social channels, actively engaging with audiences by responding to comments, messages, and mentions in a timely and professional manner.
- Cultivate relationships with media outlets, pitch stories, and coordinate public relations efforts.
- Represent the organization at build sites, family homes, and events to capture interviews, photos, and video content for marketing purposes.
- Identify and pursue external communication and partnership opportunities, including newsletters, events, and promotional collaborations.
- Maintain a deep understanding of the organization's brand identity and messaging to ensure consistency across all communications.
- Conduct market research and integrate findings into strategic marketing and communication plans.
- Analyze marketing data to optimize campaign performance and drive informed decision-making.

### **Qualifications and Requirements:**

- Bachelor's degree in marketing, communications, or a related field.
  - Three (3) or more years of relevant experience.
  - Strong writing skills with experience in social media content creation, strategic messaging, and business communication.
  - Proficient in Adobe Creative Suite, Canva, and Constant Contact.
  - Basic knowledge of CapCut and video production tools required.
  - Knowledge of SEO, website management, and digital marketing best practices.
  - Proficient in Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.
  - Excellent interpersonal and communication skills, with the ability to build relationships across diverse audiences.
  - Proven organizational skills and a track record of meeting deadlines in high-pressure environments.
  - Creative thinker with a strong grasp of branding and marketing strategies.
  - Experience in event coordination, including on-site media and logistics.
  - Analytical and research skills to inform strategic marketing decisions.
  - Adaptability to emerging marketing trends and commercial awareness.
  - Exceptional attention to detail and organizational ability.
  - Collaborative team player with the ability to take initiative and work independently.
  - Personable, approachable, and passionate about Habitat for Humanity's mission.
  - Familiarity with nonprofit operations and challenges is an asset.
- Alignment with Habitat for Humanity Edmonton Values
    - Respect and the confident pursuit of excellence in everything we do.
    - Working as One Habitat, leveraging collective experience towards common goals.
    - Builds trust through every action made in integrity and with a compassionate heart.
    - Passionately delivers quality experiences by taking full responsibility for our words, actions, and results.
    - Serve as each other's biggest challengers and loudest supporters.
    - View every decision through the lens of mission and sustainability.
    - Embrace change as an opportunity to innovate and improve.
    - Cultivate a safe and comfortable environment for all.

## Benefits

- After a successful 3-month probationary review, the employee is entitled to a comprehensive benefit package including health, dental, vision, travel assistance, accidental death & dismemberment insurance, life & critical illness insurance.
- Short-term and long-term disability coverage is provided.
- Employer-sponsored RRSP/TFSA plan.
- Employee assistance program.
- Safe, respectful, and healthy work environment.

To apply for this position, please submit a cover letter and resume to Afarin Mirzadeh, Marketing & Communications Manager at [amirzadeh@hfh.org](mailto:amirzadeh@hfh.org). In your cover letter or email, please indicate your salary expectation for this position.

We thank all applicants for their interest. Please note that only candidates who have been selected for an interview will be contacted.

*Habitat Edmonton embraces diversity and equitable opportunity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills, as we know that the more inclusive we are, the better our work will be. Our goal is to be a diverse workforce that at all job levels is representative of our community. This relates to all employment decisions, including those in connection with recruitment, hiring, training, promotion, compensation, benefits, termination, and other terms and conditions of employment. Habitat Edmonton ensures that all of our practices are in accordance with Alberta Human Rights Commission legislation and Alberta's Employment Standards Code.*