



Brand & Communications Lead
Temporary, Full-Time | Edmonton, Alberta

Habitat for Humanity Edmonton is seeking an **experienced** communications professional to take ownership of our brand, organizational voice and day-to-day marketing and communications work. This is a senior, hands-on individual-contributor role for someone who combines excellent communications judgment with strong execution.

You will write and edit important organizational communications, develop and protect our brand and messaging, manage campaigns and priorities, direct external agencies and vendors, and keep a busy communications function moving forward.

There are no direct reports. We are looking for someone who can work with a high degree of independence, determine what needs to be done, move work forward and bring forward the issues that genuinely require executive direction.

What You'll Lead

Brand & Communications

- Steward Habitat Edmonton's brand, voice, messaging and communications standards.
- Develop and refine messaging for campaigns, organizational initiatives and public communications.
- Write and edit high-quality content across web, email, social media, advertising, donor and partner communications, media materials, presentations and organizational updates.
- Provide thoughtful communications advice to leadership and colleagues.
- Identify communications and reputational risks and escalate significant issues appropriately.

Marketing & Campaigns

- Plan and deliver integrated marketing and communications initiatives supporting ReStore, fundraising, Homeownership, volunteer engagement, partnerships, events and organizational awareness.
- Establish campaign objectives, audiences, messages, channels, timelines and measures of success.
- Coordinate work from planning through approval, production, launch and evaluation.
- Use available data and audience insights to continuously improve marketing activity.

Projects & Priorities

- Maintain clear visibility of active and upcoming communications work.
- Establish priorities and realistic timelines across multiple concurrent projects.

- Track work through approvals and completion and identify dependencies or risks early.
- Communicate proactively when priorities or timelines need to change.
- Develop practical systems and processes that keep work organized and commitments from falling through the cracks.

Agencies & Vendors

- Manage agencies, designers, printers, photographers, media companies and other external suppliers.
- Develop strong briefs and provide clear, informed direction and feedback.
- Hold suppliers accountable for quality, scope, timelines and agreed deliverables.
- Review recommendations, estimates, reports and results and make informed decisions about value and performance.
- Determine when work should be completed internally and when specialized external expertise is appropriate.

What You Bring

You have substantial professional experience in communications, brand management, marketing or public relations and have demonstrated that you can operate independently in a complex organization.

You also bring:

- exceptional writing and editing ability;
- strong brand, messaging and editorial judgment;
- experience managing an organizational brand or voice;
- excellent organization, project management and follow-through;
- experience managing agencies, contractors or external suppliers;
- practical knowledge of website content management, email marketing, social media, digital analytics and common communications tools;
- an understanding of integrated marketing and campaign measurement; and
- the confidence and judgment to advise colleagues and senior leaders.

Post-secondary education in communications, marketing, public relations or a related discipline—or an equivalent combination of relevant education and experience—is required.

Experience in the nonprofit, fundraising, retail or community sector is an asset.

How You Work

- You are comfortable being trusted with a mandate rather than waiting for a detailed set of instructions.
- You take ownership of commitments, manage priorities independently and communicate early when something is at risk.



- You receive feedback professionally, adapt when direction changes and work constructively through disagreement.
- You know when to make a decision, when to ask for input and when an issue genuinely needs to be escalated.
- You take responsibility when something goes wrong and focus on fixing the problem.
- And you build strong working relationships while maintaining clear expectations, appropriate boundaries and accountability.

About the Role

Reports to: Vice President, Strategic Partnerships

Direct reports: None

Status: Temporary, Full-Time

Location: Edmonton, Alberta

This temporary role provides senior communications capacity as Habitat Edmonton continues to evolve the way its marketing and communications work is delivered.

How to Apply

Please submit:

- your resume;
- a brief cover letter outlining the experience you would bring to the role; and
- two or three examples of communications work that demonstrate your writing, messaging or brand capabilities.

Candidates selected to continue in the process will be asked to complete a practical, job-related communications exercise designed to assess writing, judgment, prioritization and communications problem-solving.

Applications will remain open until a suitable candidate is selected.

Apply: humanresources@hfh.org

Habitat for Humanity Edmonton is committed to a respectful and inclusive recruitment process. Accommodation is available upon request at any stage of recruitment and selection.