

February 2020

HomeAid America Employment Opportunity

Position / Job Title: Director of Marketing and Communications
 Reports to: Chief Executive Officer

Education: Bachelor's degree in Marketing/Communications (Master's preferred)
 Experience: 7+ years marketing/communications experience with a national focus; nonprofit experience a plus

Position is: Exempt, Full Time
 Schedule: Full-time, travel, occasional evening & weekends may be required
 Benefits: Comprehensive benefits plan including medical, dental/vision, vacation and sick time accrual
 Location: Irvine, CA or Denver, CO

About HomeAid America

HomeAid America is a national non-profit organization driven by the mission of building new lives for families and individuals experiencing homelessness through Housing, Outreach/Service and Awareness/Advocacy.

Founded in 1989 by the Orange County Chapter of the Building Industry Association of Southern California, HomeAid acts as the housing developer and liaison between service providers, funders (private and public), community volunteers, builders, suppliers, and specialty contractors.

The 20 chapters of HomeAid across the country have collectively developed over 900 building and renovation housing projects that range from resource centers/emergency shelters, to transitional/interim housing, to permanent supportive and affordable housing.

HomeAid's mission has transformed the lives of over 365,000 people experiencing homelessness.

Job Summary/Scope of Work/Primary Functions

Position: Director of Marketing and Communication

Scope of Responsibilities: To address all facets of branding and marketing HomeAid across the country, developing and executing initiatives.

HomeAid America is an equal opportunity employer that values diversity in its many forms. HomeAid America does not discriminate in its employment practices or policies on the basis of race, ethnic or national origin or ancestry, age, gender identity, marital or domestic partner status, religious beliefs, sexual orientation, veteran status, disability, or any other characteristic protected by state or federal law or local ordinance.

The Director of Marketing and Communications (DMC) should be fully versed on the HomeAid program, and must have a commitment to the HomeAid mission. This position is responsible for:

- Defining the Marketing and Communication Department’s role in operationalizing HomeAid’s short-term business plan and long-term strategic plan that ensures a credible, trusted and consistent national identity for the HomeAid brand.
- The DMC should be able to communicate, both externally and internally in the organization, the vision and objectives outlined by the HomeAid America (HAA) Board of Directors and CEO.
- The Director of Marketing and Communications is responsible for creating and implementing the marketing / communications / public relations programs, along with the CEO, for the HomeAid America’s mission.
 - The position defines and manages the development of all marketing materials, interfaces with national media in order to strategize and execute national media viewpoints, approaches and defines and integrates national and chapter projects/needs to ensure non-duplication of costs and resources both human and material.
 - Responsible for developing and at times producing promotional materials (website development, writing, editing, photography, graphics), conducting media relations, creating media list databases, serving as a liaison for communications, coordinating marketing/communications/public relations events and attending trade shows, news conferences, media tours and other public presentations.
- This individual works with the Fund Development Department to ensure all needs are met for new business and stewardship and with the Chapter Development department to support chapters in achievement of marketing goals.
 - Supports fund raising efforts of HomeAid America’s programs by contributing to marketing and advertising programs.

Operations Management

1. Develops and manages Marketing/Communications Budget
2. Contract Management
 - Responsible for oversight, organization and compliance with all marketing/communications contracts
 - Timely submission of invoices and reporting for all marketing/communications contracts
 - Manage contract renewals
3. Consultants and Vendors
 - Manage, maintain and negotiate contracts and relationships with consultants and vendors
4. Prepares monthly information summaries for management and Board review

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Supervision/Evaluations

1. Marketing/Communications Associate (when applicable)
2. Marketing/Communications Intern(s) (when applicable)
3. Volunteers (when applicable)

Position Required Knowledge/Experience

1. College degree, preferably in a field related to Marketing, Public Relations, Journalism, or Communications (Master's degree in Marketing preferred.)
2. Certification Requirements/Desired: Nonprofit management
3. 7+ years' experience in one of these fields with proven success establishing and managing national branding campaigns
 - Should have general knowledge of the homebuilding industry and the ability to work effectively within the housing industry and nonprofit community at all levels
 - Successful experience and demonstrated ability in a community service program
4. Should be people-oriented, with ability to work with media, volunteers and representatives from within the community
5. Should have an understanding of government in relation to the homelessness issue, and be able to connect HomeAid's role in addressing these issues

Duties and Responsibilities

1. Responsible for HomeAid America's marketing and communications strategy and its implementation, in coordination with the CEO
2. Must support the business plan of the organization, in cooperation with other HAA staff and its Board of Directors
3. Can speak effectively on behalf of HomeAid America in the building industry, in the community, with members of the media, and with current and potential donors
4. Assume leadership role of the HAA Branding Committee, comprised of representatives from various chapters and marketing consultants
5. Work directly with the chapters on marketing and communications initiatives that involve the organization broadly
6. Work with Development Director and Chapter Development Director on overlapping initiatives, such as donor and chapter outreach including coordinating presentations, special cultivation meetings and conducts appropriate follow up
 - Collaborates with the Development Director to create and implement an appropriate donor/volunteer recognition program including a plan for the fulfillment of donor benefits
7. Interface with HAA's marketing and public relations firms and other consultants in the field
8. Oversee HAA's internet presence, including the HAA website

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9. Manage HAA's social media strategy and content
10. Stewards campaign(s) design, layout, writing, knowledge of printing processes.
11. Assist with the production of HAA collateral, including brochures, newsletters, press releases, PowerPoint presentations, videos et. al.
 - Responsible for the HAA newsletter and Impact Report
12. Oversee PR efforts, writing releases as necessary and coordinating HAA interface with media organizations and individuals
13. Originates correspondence, news releases, public service announcements, TV scripts, newsletter, annual report, features, profiles, slide/video scripts, and fund raising/promotional materials.
14. Editing releases, correspondence, campaign material, advertising, and promotional pieces, special project layouts.
15. Responsible for managing accessible photography through directing shoots, obtaining news photos, portrait documentary, advertising, product, special events coverage.
16. Ensures all trademark and copyright infringement issues are addressed
17. Develops templates for chapter use regarding collateral materials and public relations strategies

Personal Skills / Talent / Qualifications

1. Skilled at establishing and cultivating strong relationships, both across different levels of the organization and externally
2. Must be a team player, demonstrates common sense, flexibility and ability to exercise independent judgement
3. Experience in working with and motivating volunteers and staff to accomplish goals
4. Strong knowledge of marketing and communications
5. Able to think strategically and analyze data
6. Proactive and a problem solver
7. Able to problem solve and make decisions independently; refers difficult questions and unusual situations to supervisor
8. Attentive to detail
9. Motivated and energetic individual that is not afraid to roll up their sleeves to help the success of a growing organization
10. Able to work independently and exercise sound judgement
11. Accountable and responsive
12. Able to adapt or modify processes in response to changing circumstances
13. Strong working knowledge in Social Media and its uses to promote an organization like HomeAid
14. Should be creative and imaginative, with strong graphics skills
15. Excellent written and oral communication skills
16. Organizational skills; ability to self-start, multi-task; and take direction from multiple sources
17. Able to quickly prioritize, manage multiple, competing priorities with many variables in a deadline-driven setting

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18. Proficiency in MS Word, Excel, PowerPoint, and Publisher (or similar) experience with Adobe CreativeSuite preferred
19. Proficient with data entry and knowledge of donor database maintenance (Salesforce preferred)
20. Experience and ability to train staff (as necessary)
21. Able to occasionally bend, lift or carry 25 pounds
22. Able to travel; sit/stand for long hours at trade shows and event
23. A valid (State appropriate) Driver License and State-mandated Auto Insurance
24. Have no legal issues that inhibit ability to rent cars in any US city
25. All candidates must pass a background check before hire.

Other responsibilities:

1. Attend Board, Executive, Strategic Planning, and Marketing/Communications committee meetings
2. Attend staff meetings
3. Prepare agenda and minutes for all Marketing/Communications committee meetings
4. Provide assistance at company, community and fundraising events
5. Attend (based on areas of responsibility) attend various HomeAid and/or associated activities (i.e. groundbreaking, dedication ceremonies, receptions/functions, etc.
6. Enhance job performance by attending seminars and conferences and reviewing professional publications
7. Participate in networking functions

Compensation: Compensation commensurate with experience

Note: This job description is not intended to be, nor designed to cover or contain a comprehensive all-inclusive listing of activities, duties, skills, efforts, working conditions or responsibilities that are required of the employee for the position. While it is intended to be an accurate reflection of the job requirements, management reserves the right to modify, supplement, rescind, assign or reassign duties and responsibilities to this job at any time to meet the overall needs of HomeAid America except as to any language that the employment relationship is at the will of either the staff member or HomeAid America.

Please email a detailed cover letter outlining why you are a good fit for this position along with your resume and salary requirements to: HiringHAA@HomeAid.org with Director of Marketing and Communications in the subject line. No phone calls please.

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