



## Job Description

Position Title: ReStore Marketing Manager

Team: Marketing

Supervisor Title: Director of Communications FLSA Status:  Exempt

Date:  Non-Exempt

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At the Greater Des Moines Habitat for Humanity ReStore, we're looking to do our work **better**, **bigger**, and to make a **greater impact** in our community. Here, a sale means more to our staff than just the dollar amount. Each donation and purchase helps to support the work that GDM Habitat for Humanity is doing to build safe and affordable housing in Central Iowa. Are you ready to give your career greater meaning? Apply today to join our team and use your talents to help make a difference in your community.

### General Position Summary:

Greater Des Moines Habitat for Humanity's ReStore Marketing Manager works within the Marketing & ReStore teams, with an emphasis on social media management, digital marketing, content creation, brand and reputation management, creative problem-solving, and events. The ReStore Marketing Manager creates, implements, and assesses the Habitat ReStore's marketing plan including building and executing digital media strategies and campaigns with a goal of driving sales, donations, and volunteer recruitment for the Habitat ReStores.

### Core Responsibilities:

1. Develop creative solutions to ReStore marketing challenges.
2. Manage all ReStore social media channels, including strategy, content planning and publishing, and customer relations. Current priority channels include Facebook, Instagram, and YouTube.
3. Create and distribute twice weekly ReStore e-newsletter and other e-mail marketing efforts.
4. Manage all ReStore marketing and advertising including print, electronic, and broadcast outlets. Manage relationships with third party advertising vendors.
5. Create and distribute ReStore branded content, such as in-store signage, digital graphics, videos, collateral materials, and more.
6. Manage ReStore brand and business reputation, including application of Habitat brand standards and management of online business profiles such as Google Business.
7. Manage ReStore internal communications in collaboration with Director of Communications, including ensuring that ReStore staff feel connected to Habitat's mission.
8. Manage and coordinate ReStore marketing events (such as trade shows and in-store promotions) including creative development, design, set-up, coordinating with Volunteer

Engagement, and budget oversight. Average of three trade shows and six in-store events each year.

9. Other duties as assigned.

**Requirements:**

- College degree in related field and minimum of three years of experience in one or more of the following fields: graphic design (preferred), marketing (preferred), branding, video production, or communications
- Knowledge and proficiency with Adobe Creative Suite products, especially Photoshop, InDesign, and Premiere
- Ability to think creatively and strategically
- Excellent visual communication and/or graphic design skills
- Excellent written and verbal communication skills
- Strong organizational and time management skills
- Ability to work independently and as a part of a team
- Experience with Habitat for Humanity and/or affordable housing a plus
- Experience with home improvement and/or construction a plus
- Proficiency with WordPress or similar CMS preferred
- Desire to work in the nonprofit sector with a faith-based organization
- Limited evening and weekend availability required

**Job Competencies** Demonstrate commitment to Greater Des Moines Habitat for Humanity's Mission and Core Values of:

Mission:

Seeking to put God's love into action,  
Greater Des Moines Habitat for Humanity  
brings people together to build homes,  
communities and hope.

Vision

A community where everyone has a decent  
place to live.

Values

Build Solutions  
Build a Safety Mindset  
Build Faith & Family  
Build as Stewards  
Build with Heart

**Normal Work Environment** (Check best description):

**Office**

X

**Outdoors**

X

**Retail**

X

Continuous (67-100% of workday)

Frequent (34-66% of workday)

Occasional (1-33% of workday)

**Physical Requirements:**

Continuously = 67-100% of workday

Frequently = 34-66% of workday

Occasional = 1-33% of Workday

**(Indicate C, F, or O in front of each below)**

C Sitting

F Standing

O Bending

O Twisting

O Stooping

O Reaching above Shoulder

O Kneeling

O Reaching below Shoulder

O Crawling

O Working at Low Position

O Climbing Stairs

O Pushing/Pulling

O Climbing Ladders

O Working on Elevated Surfaces

O Driving

O Walking

O Working on uneven surfaces

**Weight Lifting/Carrying:**

**Dexterity:**

O Sedentary (0-10 lbs.)

O Eye/Hand Coordination

O Light (11-25 lbs.)

O Feet (foot pedals)

F Medium (26-50 lbs.)

O Fingering (picking, pinching, etc.)

O Heavy (51-74 lbs.)

O Handling (holding, grasping, etc.)

O Very Heavy (75-100 lbs.)

O Wrist Motion (repetitive flexion/rotation)

**Hearing:** X Yes  No

Hearing is necessary to perform the job as the ability to communicate verbally is essential to working with internal and external customers.

**Visual Acuity Distance:**

Clarity of vision at 24 inches or less necessary to view computer monitor and read reports.

**Equipment/Supplies/Tools**

- Computer and Accessories
- Printer/Copier/Scanner/Fax
- Telephone
- General Office Supplies