



## Job Description

Position Title: Marketing Content Specialist

Team: Marketing & Communications

Supervisor Title: Director of Communications

FLSA Status:  Exempt

Date:

Non-Exempt

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### General Position Summary:

Greater Des Moines Habitat for Humanity's Marketing Content Specialist works closely with the marketing communications team and other related teams, with an emphasis on graphic design, branding, photography, video production, and social media management. Under the guidance of the Director of Communications, the Marketing Content Specialist plans, creates, and publishes compelling content to advance the image and reputation of GDM Habitat and advance fundraising, volunteer recruitment, program recruitment, and advocacy goals.

### Core Responsibilities:

1. Manage and enhance the Habitat brand and reputation in the public's eye, also helping to ensure brand consistency. Create, or assist in creating, needed deliverables (i.e. brochures, flyers, t-shirts, banners, programs, signage, etc.)
2. Coordinate photography and video recording needs throughout the organization, fulfilling immediate needs and developing a visual resource library. Maintain GDM Habitat's photo database, adding new photos weekly, including organization and ensuring ease of access to required materials. Ensure that all photos and videos portray Habitat in accordance with brand standards and core values. Produce or support production of videos ranging from social media content to Key Awards and other keynote videos.
3. Manage GDM Habitat and associated social media accounts, creating, publishing, and analyzing content to advance organizational goals. Collaborate with Development team members to ensure fulfillment of sponsor and donor recognition requirements on social media. Monitor and adapt Habitat for Humanity International social media content for GDM Habitat use.

4. Lead at least two social media giving campaigns per year with specific, measurable goals determined by the Director of Development. Determine content strategy; create, schedule, and publish content; and analyze campaigns.

5. Support other members of the Marketing & Communications team and External Affairs team with fulfillment of team and organizational goals.

**Requirements:**

- Minimum of five years of experience or college degree in related field plus minimum of three years of experience in one or more of the following fields: graphic design, website development
- Proficiency with photography and, at minimum, basic video production
- Knowledge and proficiency with Adobe Creative Suite products
- Ability to think creatively and strategically
- Desire to work in the nonprofit sector with a faith-based organization
- Strong organizational and time management skills
- Excellent written and verbal communication skills
- Ability to work independently and as a part of a team
- Experience with Habitat for Humanity and/or affordable housing a plus
- Proficiency with WordPress or similar CMS preferred
- Outstanding written and oral communication skills with ability to articulate passion for and commitment to Habitat's mission
- Some 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**

**Outdoors**

**Retail**

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)

F Sitting

O 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:

F Sedentary (0-10 lbs.)

### Dexterity:

O Eye/Hand Coordination

O Light (11-25 lbs.)

O Feet (foot pedals)

O 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:**  Yes  No

If yes, explain the reason hearing is necessary:

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

**Visual Acuity Distance:** (Example - clarity of vision at 20 inches or less):

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