



### **About Habitat:**

Habitat for Humanity brings people together to build homes, communities and hope. Working alongside volunteers, we partner with people to build their own homes and access affordable financing for homeownership.

**Job Title:** Development & Communications Coordinator

### **Overall Responsibilities:**

Reporting to the Development & Communications Manager, the Development & Communications Coordinator supports fundraising, storytelling, and digital engagement strategies to increase awareness, donor acquisition, and revenue. Primary responsibilities include managing social media platforms, developing compelling content, supporting donor campaigns, and assisting with departmental projects. This highly collaborative role works across all teams and engages with external audiences to amplify Habitat's mission.

### **Major Duties and Responsibilities:**

#### **1. Social Media & Digital Fundraising**

- Manage Habitat's social media presence (Facebook, Instagram, X, TikTok, YouTube, etc.).
- Create and schedule mission-aligned content (photos, videos, testimonials, campaign updates).
- Leverage platforms for donor acquisition using integrated giving tools and clear calls to action.
- Monitor analytics and submit monthly reports on engagement, reach, and revenue metrics.
- Maintain an organized digital content library (photos, stories, assets) for cross-program use.

#### **2. Storytelling & Donor Engagement**

- Collect and curate stories from homeowners, volunteers, events, and program areas.
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- Assist with the planning and implementation of donor campaigns (e.g., Giving Tuesday, monthly giving, year-end appeals).
- Ensure consistent messaging across all channels (social, email, website).
- Support peer-to-peer fundraising and digital campaign promotion.

### **3. Project & Administrative Support**

- Provide administrative and project support for the Development & Communications department.
- Help coordinate content and materials for special events and donor initiatives.
- Submit monthly activity and impact reports to the Board of Directors.
- Attend and contribute to staff meetings, training, and outreach events.

### **4. Outreach & Representation**

- Represent Habitat at community events, home dedications, and outreach opportunities.
- Communicate with internal teams to stay informed about Habitat programs and align messaging.
- Uphold Habitat's mission, values, and brand standards in all communications and interactions.

### **Expected Outcomes:**

#### **1. Digital Engagement & Fundraising**

- Increase monthly donors acquired via social media from <5 to **50–100** in Year 1.
- Generate **\$2,000+** in monthly social-driven revenue; reach **\$25,000+** annually.
- Raise average engagement rate on social platforms from 1–2% to **5–7%**.

#### **2. Content Creation & Storytelling**

- Publish **3–5 original content pieces per week** aligned with fundraising goals.
- Maintain a centralized content library featuring timely stories and visuals.
- Uphold consistent, mission-aligned voice across all digital platforms.

#### **3. Operational & Departmental Efficiency**

- Submit monthly impact and performance reports to the Board.
- Reduce reliance on external design/media contractors, increasing cost-efficiency.
- Enable Development Manager to focus on major donor cultivation by handling day-to-day content and engagement tasks.

#### **4. Community Impact**

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- Represent Habitat at **community events** as assigned.
- Strengthen public visibility, engagement, and emotional connection to Habitat's mission.
- Help build donor trust and long-term support through consistent digital storytelling.

### **Education & Qualifications:**

- Minimum 2 years of social media management required
- Social media and/or fundraising certifications helpful
- Bachelor's degree in communications, nonprofit management, marketing, or related field preferred
- Nonprofit experience strongly preferred
- Spanish-speaking skills a plus
- Community outreach experience helpful

### **Licenses & Certifications:**

- Valid California Driver's License and insurability under affiliate policy
- Must meet state minimum auto insurance requirements
- Must pass background and sexual offender checks
- Legal eligibility to work in the U.S.

### **Skills & Abilities:**

- Strong verbal and written communication; ability to write compelling mission-aligned content
- Highly organized with excellent time management and attention to detail
- Self-starter who thrives both independently and as part of a team
- Proficient in Google Workspace (Drive, Calendar, Meets), Excel, and Zoom
- Creative, adaptable, and mission-driven
- Comfortable representing the organization publicly and building relationships
- Demonstrated ability to manage multiple projects and deadlines
- High integrity, confidentiality, and professionalism

### **Work Schedule:**

- Monday–Friday, 8:30 AM–5 PM or 9:30 AM–6 PM typically, a few work at home hours may be available
  - Occasional early evenings and Saturdays for events or outreach
  - Full-time, 40 hours/week
  - Non-exempt; hourly wage: **\$25-\$30 an hour**
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**Physical Requirements & Working Conditions:**

- Primarily office-based; occasional light to moderate lifting
- May involve standing, driving, or keyboard input for extended periods

**Other Information:**

Habitat's roots are based on Christian values, although you do not need to be a Christian to work with us or to apply to be a staff member, homeowner, or volunteer. We also do not discriminate based on race, religion, occupation, income, or gender. Everyone is welcomed at Habitat.

This job description is not exhaustive and may be revised as organizational needs evolve. Employment is at-will and this description does not constitute a contract. Habitat for Humanity of Butte County is an equal opportunity employer.

Please sign and date, verifying that you have read and understand the above information.

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Employee

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Date