

JOB OPPORTUNITY

Communications Specialist

FULL-TIME, nonexempt, hourly range \$30-34 depending on qualifications
Generous benefits, supportive work environment, great colleagues, meaningful work

Candidates interested in applying for this position should review the essential job responsibilities and qualifications outlined below, and email salary requirements, current resume and cover letter along with a creative portfolio (details last page) to jobs@sandiegohabitat.org

JOB SUMMARY: The Communications Specialist will create and publish compelling branded graphic and digital content for print, email, and online channels to increase awareness, engagement, and participation amongst all of San Diego Habitat for Humanity constituents.

This role is responsible for assisting the Development & Communications Manager with the development, implementation, and evaluation of communication strategies, including brand management, print and digital communications, advertising campaigns, graphic design, social media, and website management primarily for the Development Department and providing communications support for organization wide efforts.

Benefit Details

- ✓ Generous health, dental, vision benefits
- ✓ Retirement Plan + Employer Match
- ✓ Life insurance, Flex Savings Accounts, EAP
- ✓ Supplemental life, accident, critical illness
- ✓ 15 days Paid Time Off per year and 13 Paid Holidays+4 paid days off at year-end
- ✓ Leadership committed to an inclusive and supportive work culture

MISSION/What We Do: San Diego Habitat for Humanity brings people together to build homes, communities, and hope. Habitat was founded on the conviction that every man, woman and child should have a simple, decent and affordable home to live in dignity and safety.

ESSENTIAL JOB RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

Communications & Donor Engagement

- Develop a thorough understanding of the goals, mission, philosophy, and policies of San Diego Habitat for Humanity, and demonstrate this understanding in daily tasks and interactions.
- Ensure all communications consistently reflect SDHFH's voice, mission, values, and strategic messaging with particular attention to language that empowers our community.
- Support storytelling for fundraising campaigns, sponsorship initiatives, and community partnerships through the creation of compelling graphic and digital content.
- Maintain and segment electronic mailing lists for targeted communications.

- Support organization marketing efforts, including implementation of new communications strategies and campaigns.
- Assist with marketing/media efforts for affiliate events, including, but not limited to, Women Build, Veterans Build, home dedications, fundraising events, and groundbreakings, which may include video creative and photography.

Print & Digital Asset Administration

- Maintain an organized digital database of photographs, multimedia, stories, and quotes that support marketing and development initiatives; archive and categorize so that they are easily accessible.
- Develop, update, and maintain organizational collateral including one-pagers, event materials, impact reports, and annual reports.
- Manipulate creative into print-ready assets.

Content Development & Graphic Design

- Accurate and timely creation of design content for social media campaigns, e-newsletters, events, and online & print collateral (invitations, ads, impact reports) to engage donors, partners, and supporters.
- Create visually engaging, branded content using Canva, Adobe Creative Suite or equivalent platforms ensuring consistency with Habitat for Humanity International brand standards.
- Ensure clarity, accuracy, tone, and brand alignment in all communication materials before publication or distribution across all platforms and materials.

Social Media

- Develop, design, schedule and publish engaging content to increase audience conversion for the following, but not limited to: donations, event participation, volunteer registration.
- Implement social media program in alignment with editorial calendar, including daily content on affiliate Facebook, X, YouTube, Instagram, and emerging channels.
- Collaborate with program and development teams to highlight service and giving opportunities by featuring events, partnerships, and impact stories through a strategic editorial calendar.

Marketing Metrics & Performance

- Track, analyze, and report on performance across channels: email open and click rates, social engagement, follower growth, campaign reach, and content performance.
- Produce a monthly marketing metrics summary - translating data into clear, actionable insights to increase overall community engagement.
- Use analytics to inform content decisions: adjust timing, format, platform emphasis, and messaging based on what the data shows.
- Maintain familiarity with platform-native analytics (Meta, LinkedIn, YouTube) as well as email platform reporting (Mailchimp or equivalent).
- Support tracking of campaign effectiveness tied to fundraising and program enrollment outcomes where applicable.

Website

- Regular review of the website to ensure timely, accurate, and informative content.
- Create SEO-friendly content and execute web page updates when appropriate.

Administration

- Assist with logistics of, and attendance at, signature fundraising events and stewardship gatherings including, but not limited to: Women Build, Veterans Build, Taste of Home, Legacy Luncheon, Home Dedications, Wall-Raisings, and donor meet-and-greets.
- Participate in cross-departmental meetings to ensure clear communication and implementation for programmatic requests.

QUALIFICATIONS:

- Ability to successfully perform the essential responsibilities of the position
- A minimum of 2 years' relevant experience in a professional work environment primarily designing branded marketing/communications materials for print & online collateral, digital content for email & social media, and website maintenance in a communications or fundraising/development department of a nonprofit organization or business.
- Professional experience producing content using Adobe Creative Suite (InDesign, PhotoShop, Illustrator, Acrobat)
- Professional work experience in website and mass email management, mass email, social media posting and digital content management using applications that include, WordPress, , MailChimp, Canva, and Buffer
- Proven track record of providing exemplary customer service

REQUIRED SKILLS/KNOWLEDGE/ABILITIES:

- Exceptional storyteller and writer
- Strong visual eye in graphic design
- Video editing and solid photography skills a plus
- Solid working knowledge of Microsoft Office Suite, and CRM (Raiser's Edge a plus)
- Strong organizational skills with attention to detail
- Self-starter, with ability to work independently, and to identify and resolve problems
- Ability to prioritize and manage multiple projects, follow-through and meet deadlines
- Must be able to appropriately communicate with individuals with diverse backgrounds and experiences, and remain consistent in always keeping a professional demeanor
- Strong interpersonal, written and verbal skills including the ability to express ideas clearly and effectively
- Ability to work under pressure while maintaining positive regard for others
- Demonstrated success working in a team environment
- Commitment to nonprofit service with an interest in advancing the critical call for affordable housing in San Diego County

EDUCATION:

- Bachelor's degree in graphic design, advertising, marketing, communications, public relations or related field, or combination of education and professional work experience in relevant field and results.

LANGUAGE SKILLS:

- Ability to read, write, and speak English fluently
- Ability to read, write, and speak Spanish a plus

PHYSICAL REQUIREMENTS:

- Ability to lift up to 15 pounds occasionally
- Ability to occasionally stand for sustained periods of time
- Ability to sit at a desk for a sustained period
- Ability to verbally communicate clearly in-person and on the telephone

- Ability to type using a computer keyboard and visual acuity to view a computer monitor

WORK ENVIRONMENT:

- Currently – hybrid schedule of ‘work from home’ and work at business office, construction, and event sites.
- Professional, fast paced, and open office environment with multi-level distractions.
- Average 40-hour work week; occasional work outside business hours (early mornings, evenings, or weekends) is expected.

SPECIAL CONDITIONS:

- Must be able to pass background check *(In accordance with state and county law: convictions do not necessarily rule out employment, it depends on the nature and severity of the conviction and is evaluated on a case-by-case basis, check is conducted on last 7 years only.)*
- Possession of a valid driver’s license, good driving record with ability to drive in San Diego County.

To apply, please send the following materials to jobs@sandiegohabitat.org:
In Subject Line: “Communications Specialist”

- **Cover Letter and Resume**
- **Salary Requirements**
- **Portfolio of creative content**
 - *Suggested material – branded graphic, social media post, short or long form video*