



Greater Ottawa

**Habitat for Humanity®**  
**Habitat pour l'humanité®**

La Grande Région d'Ottawa

## **FUNDRAISING AND COMMUNICATIONS OFFICER**

This position offers an opportunity to develop professionally and contribute meaningfully to an organization with a recognizable, trusted brand and solid reputation. The Fundraising and Communications Officer works closely with all departments to provide fund development, event planning, communications and marketing support. As part of a growing, supportive and collaborative team, the Fundraising and Communications Officer will believe in Habitat Greater Ottawa's vision of a world where everyone has a decent place to call home.

**Reports to: DIRECTOR OF DEVELOPMENT**

### **FUNDRAISING RESPONSIBILITIES:**

#### **Fund Development Support**

- Work with Director of Development to:
  - maintain prospect list and perform prospect research
  - track donor and sponsor recognition
  - support donor outreach and stewardship activities
  - update sponsorship packages and related documents

#### **Event Planning**

- Work with Director of Development to plan and execute the annual Steel Toes & Stilettos Gala
- Manage Gala event logistics, including:
  - overseeing procurement of silent and live auction with support from staff, Gala interns and office volunteers
  - working with Community Engagement Coordinator (CEC) to acquire volunteers leading up to and during event
  - managing the auction website
  - coordinating the pick-up of auction items between staff and volunteers
  - coordinating promotion of Gala on affiliate social media platforms, Habitat Greater Ottawa website and media outlets with support from the Director of Operations and Communications
- Assist with Theme Build initiatives, administration and logistics
- Assist with third-party event communications and marketing needs and logistics as needed, as well as support of the Artez fundraising/registration system
- Coordinate internal events with support from the CEC and Office Administrator such as Groundbreaking, Key Ceremonies and Donor and Volunteer Appreciation, including:
  - coordinating logistics

- developing agenda/minute-by-minute
- coordinating guest speakers
- assisting with refreshments and décor
- developing graphic design materials such as invitations and signage

### **Direct Mail**

- Support the Director of Development to plan strategy of direct mail campaign
- Support Director of Operations & Communications in the content and design of the direct mail campaign and develop and execute digital version of campaign
- Work with Office Administrator to pull donor lists for mailing
- Coordinate the design, printing and mailing of campaign

## **COMMUNICATIONS RESPONSIBILITIES:**

### **Communications Support**

- Work with Director of Operations & Communications to:
  - coordinate messaging and timing of communications across all media platforms
  - maintain up-to-date contact list of key media partners
  - compile media kits with relevant information
  - support writing and distribution of press releases, partnership announcements, website copy, matte stories, op-eds and other corporate communications materials as required
  - lead the writing, design and production timeline for internal publications, including for monthly HabiChat e-newsletters; annual report; fact sheets; signage and event promotions
  - support community engagement and homeownership communications strategies along with the CEC and Family Services Manager (FSM)
  - monitor media on a regular basis
  - ensure consistent branding across all internal and external marketing and collateral
  - work with FSM to coordinate written profiles and short video messaging of new Habitat families
  - support any potential crisis communications issues, and manage key messages
  - liaise with external suppliers, vendors and freelancers as needed
  - regularly update distribution lists on MailChimp/email database

### **Website**

- Regularly update website content, photos and graphics through web hosting software, WordPress
- Troubleshoot website issues in consultation with external vendors

### **Social Media**

- Maintain dynamic day-to-day presence on Facebook, Twitter, Instagram and other social media accounts as added, using clear, consistent voice and brand
- Design all internal digital and print materials such as social media images, web banners, postcards, brochures, etc.
- Monitor and analyze impact of digital communications through Google Analytics, and analysis of followership on social media feeds
- Seek opportunities to increase social media following and stay abreast of digital communications trends and best practices

- Create and/or curate a range of well-written impact stories and/or videos that highlight Habitat partner families and the impact on the community to be shared on digital social media platforms and website

Other Duties as Assigned.

**Qualifications:**

- Degree or diploma in Fundraising, Marketing, Communications or related programs
- 2-3 years experience in Fundraising and Event Planning
- 2-3 years experience in Communications and Marketing
- Knowledge of web design and maintenance, particularly WordPress
- Knowledge of Adobe Creative Cloud including Photoshop, InDesign and Illustrator and/or other similar graphic design software. Knowledge in Adobe Premiere Pro an asset.
- Knowledge of fundraising databases and event management software an asset
- Knowledge of Microsoft Office Suite
- Knowledge of social media practices and protocols
- Good organization abilities
- Excellent writing and editing skills
- Knowledge of media print, TV and radio production an asset

This full-time position has a starting salary of \$50,000 - \$55,000 per year dependent on experience and offers a comprehensive benefits program. Please send a cover letter and resume to [hr@habitatgo.com](mailto:hr@habitatgo.com) by **Monday, February 1, 2021**.