



**Community Engagement & Marketing Manager
Position Description
Updated August 30, 2025**

JOB TITLE: Community Engagement & Marketing Manager

LOCATION: Goodhue County Habitat for Humanity Office (Red Wing, MN) + communities and build sites throughout Goodhue County

REPORTING TO: Executive Director

JOB STATUS: Full-time (40 hours), Exempt

STARTING SALARY RANGE: \$50-60K, salary commensurate with experience

JOB SUMMARY

The Community Engagement & Marketing Manager will strengthen Goodhue County Habitat for Humanity's overall visibility, donor and volunteer engagement, and community partnerships through strategic communications, marketing, and hands-on outreach. This role is responsible for telling Habitat's local impact stories, building and sustaining donor and volunteer relationships, and ensuring consistent, high-quality communications across digital, print, and in-person channels.

While the launch of the HOPE Heights development in Red Wing creates a unique and urgent moment for community outreach and engagement, this position is designed to embed communications and marketing as core functions for Goodhue County Habitat's long-term sustainability and growth.

This role exists to:

- Strengthen the organization's visibility and reputation in the community,
- Share powerful impact stories of Habitat homeowners, donors, volunteers, and partners,
- Recruit, engage, and recognize volunteers,
- Support fundraising efforts through strategic communications,
- And help sustain long-term donor and volunteer relationships.

JOB RESPONSIBILITIES

I. Strategic Communications & Marketing (50-55%)

- Develop and manage a communications plan, including a content calendar, across all channels.

- Plan, write, and distribute e-newsletters, press releases, annual appeal letters, blogs, and social media posts.
- Maintain and regularly update the website, including news, events, and campaign content — ensuring it remains fresh, engaging, and impact-driven.
- Capture and share impact stories of homeowners, donors, volunteers, and partners through writing, photography, and short video. Create and maintain a searchable photo/video library.
- Grow and manage social media channels (Facebook, Instagram, YouTube) to attract and engage donors, partners, and new volunteer audiences.
- Lead creation of an Annual Report highlighting impact, donor recognition, and financial transparency.
- Ensure consistent use of Habitat for Humanity brand standards, images, and key messages across all communications to strengthen public awareness and community trust.
- Manage media relations and outreach to raise visibility and broaden awareness of our work and local impact.
- Coordinate with fundraising consultants and internal staff to ensure effective and consistent donor-facing communications.
- Plan and execute digital campaigns to support donor retention, volunteer recruitment, and campaign visibility.

II. Community Outreach, Volunteer Recruitment & Engagement (30-35%)

- Recruit new volunteers by building and maintaining strong partnerships with schools, churches and faith communities, civic groups, and local businesses throughout the county.
- Coordinate ongoing volunteer orientations, recognition, and appreciation efforts.
- Partner with construction staff to align volunteer scheduling with build needs. And assist construction staff with developing and updating the construction schedule.
- Recruit and train Site Host Coordinators to oversee daily paperwork/organization at build sites.
- Ensure each build site has a trained site safety lead (“Competent Person” per OSHA standards) whenever volunteers are present.
- Serve as an ambassador at community events and with partner organizations.
- Take photos and videos at builds, events, and partner gatherings for use across all channels.
- Learn the Content Management Systems (CMS) to provide back-up and collaboration with the Administrative Assistant to ensure volunteer hours, waivers, and records are accurately tracked and reported.

III. Administration & Collaboration (15-20%)

- Work with the Administrative Assistant to ensure donor and volunteer support tasks (data entry, acknowledgments, scheduling systems) are handled effectively.
- Support special events, including groundbreakings, dedications, and fundraising activities, through organization, promotion and day-of logistics.

- Collaborate with the board of directors' Volunteer & Community Relations Committee and the Marketing & Financial Resources Committee.
- Participate in staff meetings, training, and professional development, including Habitat for Humanity International and Habitat for Humanity MN training as required.
- Assist with software implementation/maintenance.
- Assist with annual budget preparation.
- Maintain confidentiality of family/volunteer records.

IV. QUALIFICATIONS

- Bachelor's degree in communications, marketing, public relations, nonprofit management, or related field (or equivalent experience of 8+ years).
- Five years of professional experience in communications, marketing, public relations, and/or community engagement.
- Strong writing, editing, and storytelling skills.
- Proficiency with all digital platforms (Facebook, Instagram, Canva, email marketing, and basic photo and video capture and editing).
- Exceptional relationship-building skills, with experience managing volunteers and/or building community partnerships.
- Ability to manage multiple projects and deadlines, both independently and collaboratively.
- Familiarity with CRMs or volunteer management systems (e.g., WordPress, Bloomerang, SignUpGenius).
- Comfortable working in office settings, at build sites, and in community venues.
- Passion for Habitat for Humanity's mission.

PREFERRED QUALIFICATIONS

- Nonprofit communications or marketing experience, including storytelling and experience developing annual reports and campaign materials.
- Basic graphic design and photography skills.
- Knowledge of Goodhue County communities and networks.

About Goodhue County Habitat for Humanity

Goodhue County Habitat for Humanity partners with local families and volunteers to build and repair safe, affordable homes throughout Goodhue County. Guided by Habitat for Humanity's Christian principles and inclusive mission, we work alongside hundreds of volunteers and donors to build strength, stability, and self-reliance through shelter. Our work is community-driven, volunteer-powered, and rooted in the belief that everyone deserves a decent place to live.