



Job Title: Development & Marketing Coordinator
Reports To: Director of Development & Marketing
Status: Hourly Non-Exempt
Salary Range: \$40K - \$45K Annually

Overview

The Development & Marketing Coordinator will support fundraising and marketing activities at Habitat for Humanity of Frederick County, Maryland, Inc. We raise awareness in the community about the need for affordable workforce housing and partner with individuals, foundations, and corporations to fund this work. The Development & Marketing Coordinator will facilitate communications, manage campaign timelines and designs, and manage social media. This role will work closely with and report to the Director of Development and Marketing.

What You Will Be Working On

- Coordinate and support direct mail appeals, stewardship mailings, and other donor communications.
- Manage social media campaigns on Facebook, Instagram, and LinkedIn.
- Coordinate and manage marketing and advertising vendors through all advertising and donor appeal campaign phases.
- Design function for internal and external materials across the organization.
- CRM (Customer Relationship Management) software support & donor gift tracking and follow-up
- Creation and management of media releases/submissions
- Managing organizational website

Candidate Has These Skills

- Strong computer skills; willing to learn specialized software (familiarity with donor database software a plus).
- A high degree of organizational skills and meticulous detail are required.
- Excellent data analytics and critical thinking.
- Understanding of digital marketing channels like social media, email marketing, and SEO/SEM.
- Familiarity with design software (examples Photoshop, Illustrator) for creating marketing materials.
- Sound judgment in maintaining the confidentiality of donor information.
- Innovative self-starter, creative thinker, demonstrated initiative, able to work independently, confident decision maker with a positive attitude.
- Strong interpersonal and communication skills. The person in this position frequently communicates with partners, stakeholders, and staff who have inquiries and must be able to exchange accurate information in these situations.
- Team player and ability to work collaboratively with staff at all levels.
- Ability to prioritize multiple tasks, stay organized, meet deadlines, and follow through.
- Flexibility to adapt work capacity to the needs of the department



QUALIFICATIONS

- Ability to take the initiative, function independently, and exercise good judgment.
- 1-3 years of relevant office, marketing, or nonprofit experience preferred.
- Excellent computer skills, including Microsoft Office 365, and any experience with CRM software (i.e. eTapestry, Bloomerang, Raiser's Edge, etc.) a plus.
- Strong organizational skills and ability to handle multiple responsibilities.
- Availability for occasional evening and weekend events.
- Excellent interpersonal and communication skills.
- A bachelor's degree is preferred.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.