

Marketing & Communications Manager

Position Title: Marketing & Communications Manager

Reports to: Chief Operating Officer

Location: Hartford, CT

FLSA Status: Exempt, Full-time (40 hrs/wk)

Compensation: [\$53,000 - \$60,000; Annual] - commensurate with experience

Benefits: Competitive health benefits, PTO/paid shutdown periods, and 401(k) matching

Position Summary

Lead Habitat for Humanity North Central CT's storytelling, digital presence, and external communications to increase brand awareness, deepen community engagement, and support fundraising and program goals. This role combines strategy, content creation, media relations, analytics, and cross-team collaboration to amplify our mission.

Key Responsibilities

- Develop and execute a yearly communications and social media strategy aligned to organizational goals (awareness, fundraising, volunteer recruitment).
- Create, edit, and publish content across platforms (Instagram, Facebook, X, LinkedIn, TikTok, email, website) while maintaining brand voice and accessibility.
- Manage social calendar: plan campaigns, produce visuals and captions, schedule posts, and ensure timely engagement.
- Track and report performance metrics (engagement, reach, conversions, website traffic) and translate data into actionable recommendations and monthly reports.
- Lead or coordinate media relations, press releases, and outreach to local media and partners as needed.
- Oversee email marketing (newsletters, appeals), website updates, and basic SEO best practices.
- Support fundraising campaigns and event promotion with creative assets, messaging, and campaign coordination.
- Supervise and mentor interns and/or volunteers supporting communications.
- Maintain branding guidelines set by HFHI, approve external communications, and coordinate with programs to source stories and impact content.

Qualifications & Experience

Required

- 2-3+ years of experience in social media, marketing, communications, or related roles (nonprofit experience preferred).
- Strong writing, editing, and storytelling skills with portfolio of social posts, campaigns, newsletters, or press materials.

- Hands-on experience with social scheduling & analytics tools (e.g., Hootsuite/Meta Business Suite, Sprout Social), Google Analytics, and email platforms (e.g., Mailchimp or Constant Contact).
- Proficiency in basic design tools (Canva, Adobe Creative Cloud) and familiarity with CMS (WordPress) and SEO fundamentals.
- Strong project management skills, ability to multi-task and work cross-functionally.

Preferred

- Bachelor's degree in Marketing, Communications, Journalism, or related field.
- Experience with paid social advertising, CRM integrations, and fundraising communications.
- Experience managing a small team or mentoring interns/volunteers.

Core Competencies

- Excellent communicator and collaborator
- Strategic thinker who can also execute day-to-day
- Data-driven with a creative mindset
- Strong attention to detail and brand stewardship

KPIs (examples)

- Monthly social media reach and engagement growth (target % growth)
- Increase in website traffic from social channels (sessions per month)
- Email open and click-through rates vs. baseline
- Number of earned media placements/press mentions per quarter

About HFHNCC:

HFHNCC seeks to build, create, and support affordable homeownership in Hartford & Tolland County. Since our inception in 1989, we have built over 350 homes and served more than a 1,500 individuals throughout our region. HFHNCC is able to create affordable homeownership opportunities through our unique model that conveys mortgages at 0% interest.

How to Apply:

Send your resume, 2 writing samples (social post or newsletter), and a brief cover letter to ryan@hfhnc.org with subject line "Marketing & Communications Manager — [Your Name]".