



**Job Title:** Director of Marketing and Communications

**Date Completed:** June 2, 2026

**Employment Status:** Fulltime, Salaried, Exempt

**Location:** Columbus, Ohio (On-site 5 days per week)

**Reports Directly To:** Chief Advancement and People Officer

### **About Habitat MidOhio**

Habitat for Humanity-MidOhio (Habitat MidOhio), is an Ohio non-profit housing organization working to solve the affordable housing crisis in the Central Ohio region. Established in 1987, Habitat MidOhio serves the communities of Franklin, Licking, and Madison Counties.

**Mission Statement:** Seeking to put God’s love into action, Habitat for Humanity – MidOhio brings people together to inspire hope, build homes, empower families, and develop communities.

**Vision Statement:** A world where everyone has a decent place to live.

Habitat MidOhio’s North Star: We are a leader in connecting people to opportunity and hope through obtaining and maintaining affordable housing.

### **Position Summary:**

The Director of Marketing and Communications (MarComms) serves as a strategic member of Habitat for Humanity MidOhio’s leadership team and is responsible for developing, implementing, and overseeing the organization’s integrated marketing, communications, public relations, and brand strategy.

This position provides leadership for all internal and external communications efforts, ensuring consistent messaging, strong brand visibility, and meaningful engagement with donors, volunteers, community partners, media outlets, and other key stakeholders. The Director will shape and amplify Habitat MidOhio’s story across multiple platforms, strengthening public awareness, advancing fundraising and engagement goals, and supporting the organization’s mission of connecting people to hope and opportunity through affordable homeownership.

The Director of MarComms is a strategic communicator, exceptional storyteller, and collaborative leader who can translate organizational priorities into compelling messaging that drives awareness, engagement, and impact.

**Essential Duties and Responsibilities** include, but are not limited to, the following:

### **Strategic Communications and Brand Leadership**

- Develop and execute a comprehensive marketing and communications strategy aligned with organizational priorities and strategic goals.
- Champion Habitat MidOhio’s brand identity across internal and external platforms, ensuring consistency, clarity, and emotional resonance.

- Partner with executive leadership to develop key messaging, organizational narratives, speeches, presentations, and leadership communications.
- Advise organizational leaders on communications strategy, messaging, reputation management, and stakeholder engagement.

### **Content Development and Storytelling**

- Lead the creation, editing, and distribution of compelling content across digital, print, social media, email, and multimedia platforms.
- Develop mission-driven stories that highlight homeowners, volunteers, donors, community partners, and organizational impact.
- Manage editorial and content calendars to support organizational priorities, campaigns, and events.
- Ensure messaging is audience-centered, inclusive, and aligned with Habitat MidOhio's mission and values.

### **Media Relations and Public Engagement**

- Cultivate relationships with media to secure earned coverage and enhance public positioning.
- Create and manage media outreach, press releases, media advisories, interviews, and crisis communication efforts as needed.
- Support CEO, executive team and other senior leaders in becoming visible, credible voices in affordable housing and nonprofit leadership spaces.

### **Digital Marketing and Communications**

- Oversee organizational website content, social media platforms, email marketing campaigns, and digital communications.
- Monitor digital engagement metrics and analytics to evaluate effectiveness and guide strategic decision-making.
- Identify and implement innovative communication technologies and digital tools to enhance efficiency and audience engagement.
- Ensure all digital communications reflect current branding standards and best practices.

### **Campaigns, Events, and Community Outreach**

- Collaborate across departments to promote events, campaigns and community initiatives with aligned, strategic messaging.
- Design, implement, and assess marketing campaigns that drive attendance, awareness, impact and giving.

### **Leadership and Organizational Support**

- Manage external vendors, consultants, agencies, and creative partners as needed.
- Participate in organizational planning and cross-functional leadership initiatives.
- Develop annual communications plans, goals, budgets, and performance metrics.
- Perform other related duties as assigned.

### **Position Requirements**

#### **Education:**

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Business Administration, or related fields, required.

- Master's degree preferred.

### **Experience**

- Minimum of seven (7) years of progressive professional experience in strategic communications, marketing, or public relations.
- Demonstrated portfolio of written content across formats (social media, web, print, executive messaging, press materials).
- Proven ability to manage brand voice, storytelling strategy, and integrated, multi-channel campaigns.
- Comfort working in collaborative environments with multiple internal partners and external audiences.

### **Preferred Experience**

- Background in a nonprofit, mission-oriented setting, or civic/community-based organizations.
- Familiarity with donor communications, fundraising campaigns, or volunteer engagement.
- Knowledge of affordable housing, equity issues, or community development strategies.

### **Knowledge, Skills, and Abilities**

- Exceptional writing, editing, presentation, and verbal communication skills.
- Strong strategic thinking and ability to align communications initiatives with organizational objectives.
- Demonstrated project management skills with the ability to manage multiple priorities and deadlines.
- Experience utilizing digital marketing, social media, content management, email marketing, and analytics platforms.
- Proficiency in Microsoft Office, Canva, and related communications technologies.
- Ability to build strong relationships with internal and external stakeholders.
- Creative, collaborative, and results-oriented approach to problem-solving and innovation.
- Commitment to the mission and core values of Habitat for Humanity MidOhio.

### **Other Requirements**

- Ability to work independently and as part of a team in a fast-paced environment.
- Demonstrated professionalism, sound judgment, and leadership presence.

### **Why Habitat MidOhio?**

At Habitat for Humanity MidOhio, we believe in building more than homes - we build communities, partnerships, and hope. You'll join a team that's passionate, purpose-driven, and rooted in service. Here, your work directly impacts lives and helps build a more just, compassionate future.

### **Compensation & Benefits**

- Salary range: \$75,000 to \$90,000 annually + discretionary bonus opportunity
- Paid Time Off program + paid holidays
- Health Care Plan (Medical, Dental & Vision) – a generous portion is paid by Habitat MidOhio
- \$2,500 annual employer-funded Health Reimbursement Arrangement (HRA) account
- Company Paid Life Insurance and Short- and Long-Term Disability
- 401(k) enrollment upon 6 mos. of employment: 50% employer match up to 6% of salary
- Monthly cell phone stipend or company cell phone

- Training & development programs
- Employee Assistance Program (EAP)

### **Work Environment and Physical Requirements**

This position primarily operates in an office environment and requires prolonged periods of sitting, computer use, and communication with internal and external stakeholders. Occasional local travel, event attendance, and evening or weekend work may be required to support organizational initiatives.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

### **EQUAL EMPLOYMENT OPPORTUNITY (EEO)**

Habitat for Humanity-MidOhio is committed to building and retaining a diverse workforce. We strongly encourage qualified candidates of diverse backgrounds to apply. We believe inclusion and diverse perspectives strengthen our workplace and our community.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, marital status, veteran status, or any other protected characteristic under applicable federal, state, or local law.