



Position Title: Director of Marketing and Communications

Employment Status: Full Time, Salaried, Exempt

Location: Columbus, OH (on-site 5 days per week)

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.*

About the Role

The Director of Marketing and Communications (MarComms) reports directly to the Chief Advancement and People Officer on Habitat MidOhio's senior leadership team, providing strategic oversight of the organization's communication, messaging and brand. The Director of MarComms is responsible for shaping, sharing and amplifying our story across platforms and audiences. In this strategic leadership role, you'll elevate our voice - online, in the media and throughout the community - while driving brand cohesion, creative storytelling and mission-forward communication. This is more than just a marketing job. It's a chance to lead through messaging - crafting content that resonates, engages and mobilizes. From donor communications to community outreach, internal communications strategy to executive thought leadership, you'll have the chance to be in on it all. You will help us lead the charge in contributing to our mission to connect people to hope and opportunity through homeownership.

Day to Day:

Strategic Communications & Brand Leadership

- Develop and lead an integrated marketing and communications strategy aligned with HFHMO's mission.
- Champion HFHMO's brand identity across internal and external platforms, ensuring consistency, clarity, and emotional resonance.
- Write and edit messaging across key leadership priorities, including speeches and presentations.

Content Creation & Storytelling

- Craft compelling narratives and collateral for social media, newsletters, print materials, advertising campaigns, and donor/partner outreach.
- Adapt messaging across diverse formats with strong speech dexterity and a focus on audience engagement.
- Manage content calendars that blend proactive storytelling, timely campaigns, and mission-driven moments that matter for internal and external audiences.

Media Relations & Thought Leadership

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

Digital Presence & Innovation

- Oversee website, social platforms, and email marketing channels with attention to analytics, user experience and other engagement trends and metrics.

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- Leverage, embrace and incorporate digital tools and emerging technologies to streamline workflows and elevate creative output.

Campaigns, Events & Community Engagement

- 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.

Qualifications & Experience:

What you Bring

- Exceptional writing, editing, and message development abilities; A natural storyteller with range.
- Strategic mindset with the ability to connect communications with measurable engagement goals.
- Creative, visionary, and self-motivated team player who thrives in collaborative, fast-paced spaces.
- Familiarity with tools like Microsoft Office, Canva and design software to assist with content creation and digital presence.
- Strong project management and organizational skills that showcase the ability to balance multiple workstreams toward shared objectives.
- Active commitment of Habitat MidOhio's Core Values

Required Experience & Expertise

- 7+ years of 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.

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)

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