



JOB TITLE: ReStore Marketing Manager
REPORTS TO: SVP of Retail Operations

Habitat for Humanity of Greater Los Angeles (Habitat LA) is seeking a qualified candidate to support the Habitat LA ReStores with marketing, communications, public relations, and event related efforts. This role will manage the coordination of creation, implementation, and management of Habitat LA ReStore marketing strategies, campaigns, messaging, branding, social media, website, media production and design.

Habitat for Humanity of Greater Los Angeles has been an active affiliate of Habitat for Humanity International for more than 20 years. By providing affordable housing, home repairs, skilled construction training, financial education, and volunteer opportunities the organization has transformed millions of lives, helped stabilize communities and fostered economic vitality in the region. On average, the affiliate builds and renovates 100 homes in the Los Angeles region, ranking it among the largest affiliates nationwide.

SUMMARY OF ESSENTIAL FUNCTIONS

- Digital advertising and social media management –Instagram, Facebook, Facebook Business Manager, Facebook Ad Manager, Google Ad Sense, Google Ad, Words, Yelp Business Promotions, Groupon Promotions.
- Content creation – basic graphic design using, CANVA, basic video editing, basic photo editing.
- Brand Management – ensuring the Habitat LA ReStore brand meets all brand guidelines.
- Set and manage Habitat LA ReStore marketing schedule and budget.
- Manage and maintain influencer partnerships – deliver draft letter and manage MOU
- Email Blasts – using Constant Contact
- Work with management team on messaging, schedules, donor and Habitat LA ReStore priorities
- Event marketing – schedule, budget and help.
- Ability to prepare a presentation to share monthly marketing results and proposals
- Active management of social medium and digital advertising platforms.

SUMMARY OF JOB QUALIFICATIONS

- 2 years or more of experience in a marketing position preferably within a retail industry (Home Improvement or construction industry knowledge is a plus).
- 4-year degree in Marketing or related field and at least one year of experience in website maintenance knowledge requested not required.

Visit us at: www.habitatla.org Employment is contingent upon completion of a satisfactory background check and drug screen *Habitat for Humanity of Greater Los Angeles is an Equal Employment Opportunity employer. Applicants are considered without discrimination with regard to race, color, religion, sex, national origin, age, disability or other protected status and will consider qualified applicants with criminal histories in a manner consistent with the Los Angeles Fair Chance Initiative for Hiring.



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- Valid driver's license

Bi-Lingual (English and Spanish) not required but preferred. This is full-time position. Work schedule is Monday - Friday, 8:30 am – 5:30 pm and occasional weekends. Position requires local travel in the normal course of performing job duties with mileage reimbursement. Must have access to reliable transportation to perform job duties, valid driver's license and meet the state required amount of personal automobile liability insurance.

Compensation: DOE



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