

Marketing & Events Manager

Reports To: Chief Executive Officer (CEO)

Salary Range: \$75k – \$85k

About Habitat for Humanity of the Greater Teton Area

Habitat for Humanity of the Greater Teton Area brings people together to build homes, communities, and hope. We partner with hardworking families, volunteers, donors, businesses, and community organizations to create affordable homeownership opportunities throughout Greater Teton area. Through home construction, community partnerships, and our Habitat ReStore, we are building stronger communities and creating opportunities for local families to thrive.

Position Summary

The Marketing & Events Manager is responsible for strengthening Habitat for Humanity of the Greater Teton Area's visibility, reputation, and community engagement through marketing, communications, event management, and public outreach.

Working closely with the CEO and Habitat's marketing team, this position leads the execution of marketing initiatives, coordinates fundraising and community events, manages public communications, and helps expand Habitat's presence. The role also provides support for volunteer engagement, Global Village programming, and select communication and campaign activities within Salesforce.

This position is ideal for an organized, creative, and collaborative professional who enjoys managing projects, coordinating events, building community relationships, and helping advance Habitat's mission of creating affordable homeownership opportunities.

Key Areas of Responsibility

Marketing & Communications

Lead the execution of Habitat's marketing and communication efforts across digital, print, and community channels.

In this role, you will:

- Execute Habitat's annual marketing and communications plan.
 - Coordinate marketing initiatives with Habitat's marketing team.
 - Manage social media platforms and content scheduling.
 - Coordinate email marketing campaigns and monthly newsletters.
 - Assist with website updates and digital communications.
 - Coordinate print marketing materials, signage, event collateral, advertisements, and promotional materials.
 - Maintain the annual marketing and communications calendar.
 - Ensure consistent branding across all communication channels.
 - Collaborate with staff to gather content and support organizational communication needs.
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Event Planning & Execution

Lead the planning, marketing, coordination, and execution of Habitat's signature events.

Event Categories

- Fundraising Events
- Special Events
- Community Events

In this role, you will:

- Develop event timelines and project plans.
 - Coordinate event marketing and communications.
 - Manage invitations, registrations, and attendee communications.
 - Coordinate vendors, venues, logistics, signage, and event materials.
 - Support sponsorship fulfillment and recognition.
 - Coordinate event volunteers as needed.
 - Assist with event setup, execution, and post-event follow-up.
 - Evaluate event outcomes and recommend improvements for future events.
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Public Relations & Community Outreach

Expand Habitat's visibility and community presence through strategic communications and community partnerships.

In this role, you will:

- Coordinate press releases with Habitat's marketing team.
 - Coordinate media opportunities with the CEO and executive leadership.
 - Build and maintain relationships with local businesses, community organizations, and media partners.
 - Represent Habitat at networking events, community meetings, and outreach opportunities.
 - Support presentations, speaking engagements, and public awareness initiatives.
 - Identify opportunities to increase community awareness of Habitat's mission and programs.
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Volunteer & Program Support

Provide support for volunteer engagement and Habitat programs as organizational needs evolve.

Volunteer Management

- Coordinate business and community volunteer groups.
- Support volunteer scheduling and communications.
- Lead volunteer appreciation and recognition efforts.
- Maintain volunteer reporting and basic volunteer records.
- Coordinate volunteer needs with the Construction team.

Global Village Program

- Assist with annual trip planning alongside the group leader.
- Coordinate participant communications.

- Support payment processing and participant documentation.
 - Coordinate communications with Habitat for Humanity International.
 - Assist with promotional materials and fundraising support.
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Organizational Support

Provide administrative support for marketing initiatives, communication systems, and organizational coordination.

In this role, you will:

- Assist with Salesforce campaign setup and ongoing campaign support.
 - Support email marketing lists and communication workflows.
 - Maintain communication-related data and records.
 - Assist with event registration platforms and reporting.
 - Collaborate across departments to support fundraising, marketing, and organizational initiatives.
 - Support special projects as assigned by the CEO.
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Qualifications

Required Qualifications

- Bachelor's degree or equivalent professional experience in marketing, communications, public relations, event management, nonprofit administration, or a related field.
- 2–5 years of professional experience in marketing, communications, event planning, public relations, or community engagement.
- Excellent written, verbal, and interpersonal communication skills.
- Strong project management and organizational abilities with exceptional attention to detail.
- Experience coordinating multiple projects and deadlines simultaneously.
- Experience working with external consultants, vendors, or creative partners.
- Proficiency with Microsoft Office, Google Workspace, email marketing platforms, and CRM software (Salesforce experience preferred but not required).
- Ability to work collaboratively while also managing projects independently.
- Passion for Habitat for Humanity's mission and affordable housing.

Preferred Qualifications

- Experience working in a nonprofit organization.
 - Event planning and fundraising event experience.
 - Experience with Salesforce or similar CRM platforms.
 - Experience with email marketing software.
 - Basic graphic design or content creation skills.
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Why Join Habitat?

In addition to an exceptional benefits package, including comprehensive health insurance, generous paid time off, and a matching retirement contribution, you'll play a key role in shaping how our community connects with and supports Habitat's mission. You'll lead the marketing, communications, and events that

inspire donors, volunteers, homeowners, and community partners to help create more affordable homeownership opportunities in Teton County.

This role offers the opportunity to make a visible impact while working alongside a collaborative, mission-driven team dedicated to building homes, strengthening communities, and creating lasting change throughout the Greater Teton area.