

Job Title: Advancement Coordinator

Position Location: Charlottesville, Virginia

Reports to: Associate Advancement Director

Employment Type: Full-time, Salaried. Includes occasional evenings and weekends.

Habitat for Humanity of Greater Charlottesville (Habitat) is a nationally-renown, innovative non-profit housing organization creating simple, decent, affordable housing in partnership with low-income families, volunteers and the community of Greater Charlottesville. Homes are built with a volunteer labor force including homeowner families, corporate, civic, and church groups. Additionally, Habitat owns and operates the Southwood Mobile Home Park with the goal of redeveloping it as a mixed-income, mixed-use community for current and future residents. Habitat is an affiliate of Habitat for Humanity International, a non-denominational global housing ministry dedicated to eliminating housing poverty worldwide

Scope of Responsibilities:

The Advancement Coordinator is a member of the Habitat Advancement Department. He/she has primary responsibility for maintaining the Bloomerang database, processing incoming donations and outgoing acknowledgments, coordinating the affiliate’s communications through development of publications and communications, and maintenance of social media presence (Facebook, etc.). This position also provides generalized support to the Advancement Department and affiliate-wide needs as they arise. This position requires evening and weekend work when needed to support the Department and development and affiliate-wide initiatives.

Prerequisite Requirements:

- Commitment to Habitat for Humanity’s mission of service to others
- Positive, “can do” personality and willingness to work as part of a team
- Ability to anticipate proactively Department-wide needs
- Detail-orientated
- Interest in affordable housing solutions
- Excellent writing and communications skills
- Creative, artistic skills
- Strong discretion and judgment
- Demonstrated ability to plan, organize, and implement projects and meet deadlines
- Command knowledge of Word, Publisher, Excel, PowerPoint and Outlook
- Experience with online communications and social media
- Bachelor’s Degree, preferably in relevant field
- Experience working for a non-profit preferred but not mandatory

Responsibilities:

Data Management and Analysis

1. Maintain donor database and generate reports to monitor progress toward Advancement Department goals
2. Maintain Advancement Department Work Plan and Messaging Calendar

3. Maintain internal Advancement Department Budget and Accounting and prepare monthly Department Financial Reports to CAO
4. Process incoming donations and corresponding acknowledgments
5. Maintain mailing lists and listservs

Communications Coordination

1. Prepare monthly E-news, including content development, design, and delivery
2. Create and implement social media plan to engage friends of Habitat and community members
3. Prepare press releases and communicate with local media, continually working to enhance relationships and collaboration with local news sources for the benefit of the affiliate
4. Execute the production, publication and delivery of bi-annual Blueprint Newsletter, Appeals, Annual Report and other materials with content and design support from the Grants/Communications Manager and Director of Land Development and Special Projects
5. Support the development and execution of annual communications strategy and plan
6. Maintain Advancement pages on affiliate website

Logistical Support

1. Maintain up to date written materials to use in public and donor outreach
2. Procure adequate pictorial and video records of Habitat activities for use in publications and online media; assure appropriate releases have been executed
3. Maintain Habitat photo archive with goal of having easy and organized access to images for website and other public communications use
4. Support the planning and execution of special events or projects
5. Selectively advertise to raise Habitat's profile in the community
6. Represent Habitat in public settings, exercising extreme discretion and judgment
7. Assist the Advancement Department with administrative tasks helping build affiliate capacity

Other

1. Perform other duties as assigned by supervisor
2. Provide general support to assure efficient operations of the Advancement Department and affiliate as needed