



Design and Social Media Specialist

Job Description

Job Title: Design and Social Media Specialist

Department: Development

Reports To: Marketing and Communications Director

FLSA Status: Non-Exempt, Part-Time – 20-30 hrs./wk.

Summary Under the supervision of the Marketing and Communications Director, the Design & Social Media Specialist supports strategic oversight and execution of the brand strategy through graphic design, photography, copywriting, and social media awareness.

The successful candidate will have proven competencies in creative graphic design principles and brand development for marketing purposes and social media content creation and scheduling.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Provide Support to Marketing and Communications:

- Develop and maintain a creative social media strategy for Habitat for Humanity-Spokane to increase brand awareness, improve marketing efforts, and increase sales at the Habitat Store
- Develop social media campaigns and assist in commenting on all social media platforms
- Maintain the quality and effectiveness of the marketing departments visual creative work
- Manage the creative process from concept to completion to meet deadlines
- Generate marketing materials (digital and print)
- Analyze innovative data to make informed decisions
- Assist in print and digital productions
- Support the development and implementation of marketing and promotion plans to grow membership, program areas, and fundraising

Other Duties

- Willingness to learn and seek opportunities within design and market strategy
- Opportunities for more creative work and growth
- Contribute to the overall success of the organization by working together to achieve the mission
- Develop and maintain sensitivity to employees and constituent diversity and demonstrate cultural competence in the workplace and Habitat's services.
- Demonstrate respectful treatment of other employees, program participants, and all stakeholders
- Build community support for the organization by helping to recruit volunteers and donors
- Attends Habitat-Spokane events
- Represents Habitat-Spokane during community projects and at public, social, and business gatherings
- Promotes the Mission of Habitat-Spokane

Competencies To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes



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information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; Mobilize others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.

Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.



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Cost Consciousness - Works within approved budget; Contributes to profits and revenue; Conserves organizational resources.

Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educate others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing - Prioritize and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Completes work in timely manner; Works quickly.

Safety and Security - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.



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Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals.; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications

To perform this job successfully, you must be able to perform each essential duty satisfactorily while maintaining enthusiasm for the mission of Habitat for Humanity and the people we serve.

Education and/or Experience

High school diploma or general education degree (GED)

Required Knowledge, Skills, and Abilities:

- Adobe Creative Suite including Illustrator, InDesign, Photoshop and Lightroom
- Microsoft Office: Word, PowerPoint, Excel
- A portfolio of print or digital design required
- Outstanding time management and organizational skills
- Solid knowledge of design principles including color theory, preflight/press-ready file set-up, digital imaging
- Professional verbal communication skills are a must
- Highly motivated, self-starting professional with the ability to prioritize
- Ability to handle multiple tasks, meet deadlines and turn projects around quickly
- Receptive and open to constructive criticism and feedback

Desired Knowledge, Skills, and Abilities:

- Photography or social media portfolio
- Copywriting and editing
- Social media marketing experience
- Knowledge of HTML and WordPress
- Videography/Editing
- Google Analytics

Language Skills

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions,



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percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual must have experience using the following software at a proficient level: Adobe Acrobat, Microsoft Office, Outlook, Excel and Word. Must have experience in Raiser's Edge or comparable database.

Certificates, Licenses, Registrations

Current driver's license.

Other Qualifications

Habitat-Spokane calls all employees to serve its mission and adhere to the organization's philosophies. Habitat seeks to put God's love into action by bringing people together to build homes, communities, and hope.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must regularly lift and /or move up to 25 pounds, frequently lift and/or move up to 50 pounds and occasionally lift and/or move more than 100 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

