HOUSING DEVELOPMENT consortium

Position Description

Position Title: Communications Manager

Classification: F/T, Exempt, reporting to Member Services Director

Position Summary: The Communications Manager position manages our communications work to ensure strategic, timely and effective messages are presented to the Housing Development Consortium (HDC) membership, community/public, elected officials and works to mobilize our movement to engage in the systems change work of our association. In addition, this role supports both advocacy and member services functions through communication and content creation across the association's key platforms: the HDC website, Salsa Engage, Twitter, Facebook, YouTube, LinkedIn, and Salesforce.

Core Responsibilities:

- Develop and implement the overall HDC communication strategy to deliver value to members and ensure impactful advocacy messaging
- Collaborate with appropriate staff to develop communication strategies for public policy priorities
- Ensure consistency of HDC voice, narrative, and brand throughout communications, across platforms
- Identify opportunities and strategies to drive the narrative about affordable housing
- Provide messaging training and tools to our members and other advocates to help build a consistent narrative
- Stay up to date and utilize best practices from messaging research related to affordable housing, and homelessness
- Create regularly published communication materials (through drafting and editing newsletters, email blasts, infographics, editorials etc.) to educate and mobilize members to take advocacy action, elected officials, and community residents on key affordable housing issues
- Oversee the management of the HDC websites, including regularly updating it with fresh and compelling advocacy content, external calendar of events/convenings, blog posts, and elevation of HDC member highlights and media stories
- Develop and maintain relationships with members of the media.
- Manage contract web developers, graphic designers, printers, and other contract communications professionals.
- Lead and coordinate the production of HDC accomplishments into a yearly publication/Annual Report
- Strategize and maintain HDC social media presence
- Update and maintain the HDC Salsa Engage advocacy database
- Support event promotion in partnership with other staff (such as candidate forums, learn at lunches, speaking engagements with neighborhood groups and faith communities, press conferences, etc). Event attendance and staffing at times required
- Identify and direct interns to support this work

Desired Competencies:

- Strong commitment to the issues of affordable housing in King County
- Strong communications skills, both verbal and written
- A learner's mindset, with strong analysis and researching skills
- Strong attention to detail and commitment to consistency
- Ability to organize and deploy effective information and knowledge management via storytelling and other proven tactics
- Relevant work experience required; samples/clips must be available
- Experience using social media platforms including Twitter, LinkedIn, and Facebook
- Competency in Microsoft Office programs including, Word, Excel, PowerPoint, and SharePoint
- Experience with Salsa Engage or other email communication/online constituent management platforms (e.g. MailChimp, ConstantContact, Vertical Response, etc.)
- Graphic design, and WordPress website experience a plus
- Authentic respect for the official mission, vision, and values of HDC and for the diverse clients, communities, volunteers, donors, and staff who engage in it

HDC is an Equal Employment Opportunity employer. All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, or national origin.