

JOB ANNOUNCEMENT: DIGITAL COMMUNICATIONS MANAGER (FULL-TIME) *NEW, OPEN RECRUITMENT – POSTED MARCH 6*

The Non-Profit Housing Association of Northern California (NPH), an affordable housing advocacy membership organization based in San Francisco, seeks a dynamic, innovative, collaborative, and team-oriented Digital Communications Manager to manage the organization's growing digital communications program and work in coalition to create and deliver persuasive, compelling messaging that drives racial equity and housing justice.

About NPH

Founded in 1979, NPH activates our members to make the nine-county Bay Area region a place where everyone has an affordable and stable home. We are 750 affordable housing developers, advocates, community leaders and businesses working to secure resources, promote good policy, educate the public and support affordable homes as the foundation for thriving individuals, families and neighborhoods. NPH is dedicated to advancing racial and economic equity and inclusion in the communities we serve, in our organization, and in the affordable housing industry and movement.

The NPH office is located in San Francisco's Financial District, within 2 blocks of Montgomery BART and Muni. Some in-office days are required to support the coalition responsibilities of this job, though candidates may work off-site/remote for portions of this job.

NPH is an Equal Opportunity Employer

NPH is committed to creating a diverse, equitable, and inclusive workplace and is proud to be an equal opportunity employer. We strongly encourage women, people of color, LGBTQ persons, people of different levels of physical ability, and all qualified persons to apply for this position.

Job Summary

A successful Digital Communications Manager will love digital communications and have experience with email and social media programs, familiarity in CRMs (ideally, Mailchimp, Salsa Engage, and Salesforce), social media (Facebook and Twitter), and WordPress. The Communications Manager should have a gift for writing and a strong eye for editing – specifically, writing copy for email programs, blog posts, and social media. This person should have a knack for storytelling and the ability to shape housing messages that will inspire voters, persuade lawmakers, mobilize supporters, and engage and support our member network.

The Digital Communications Manager will play a key role in promoting bold and meaningful affordable housing solutions for our region. They are responsible for managing and growing the organization's digital communications program; working in coalition to support and magnify our communications and outreach impact; and helping create and deliver critical education, persuasion, and engagement content that advances bold and meaningful affordable housing solutions and drives racial equity and housing justice.

The Digital Communications Manager is a full-time employee supervised by the Communications Director and collaborates closely with NPH staff, members, and coalition partners.

Job Duties

The Digital Communications Manager will work closely with the Communication Director as follows:

Digital Communications (50%): Develop, manage, implement, and evaluate NPH's digital communications program. This includes managing the organizational email program, social media program, website, and online advocacy campaigns and tools; evaluating and reporting on the programs' success; and providing and implementing recommendations for improvements.

Member/Partner Outreach and Collaboration (35%): Provide member/partner outreach and support to facilitate successful communications across our membership network. This includes developing social media kits; monitoring affordable housing news, events, and progress via member communications; and providing support on regional communications collaboratives around sharing and developing messaging and communications best practices.

Additional communications projects (15%): Provide support for in-house publications, drafting content, and other communications tasks.

Skills and Qualifications

Please note, we do not expect every applicant to have every skill and qualification listed here. A strong candidate will match at least 75%.

- 3-5 years' experience in communications;
- Experience in advocacy organizations and/or political campaigns;
- Experience working in coalitions or collaboratives;
- Exposure to affordable housing policy;
- Excellent verbal and written skills;
- Experience managing organizational social media channels (Facebook, Twitter, and LinkedIn);
- Experience working in WordPress;
- Experience utilizing online advocacy tools, such as Petitions, Targeted Actions, and other;
- CRM and Database experience, especially in Salsa Engage and/or Salesforce;
- Design skills, including photo editing and infographic design;
- Demonstrated ability to work independently as well as collaboratively;
- Ability to multitask, be flexible, and prioritize different ongoing projects;
- Strong familiarity with Bay Area communities;
- Commitment to racial and economic diversity, social justice, and affordable housing.

Compensation and Benefits

Salary range is \$55,000 to \$75,000. NPH offers an excellent benefit compensation package including medical and dental insurance, paid vacation, holidays and sick time, a retirement savings plan, and commuter subsidy benefit.

NPH supports staff in achieving a healthy work-life balance and offers professional development support to all of our team members.



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How to Apply

Applicants should email a resume, a cover letter explicating direct experience and skills that match this position's requirements, and up to 3 writing samples to info@nonprofithousing.org with the subject line: Communications Manager.

Writing samples may include social media/email examples, blog posts or guest columns, fact sheets or collateral, or other items that demonstrate the skills and abilities required in this position.

EXTENDED DEADLINE: Applications will be accepted until April 1.