

## JOB ANNOUNCEMENT

### COMMUNICATIONS MANAGER - FULL-TIME

**CLOSING DATE: FEBRUARY 17, 2017**

The Non-Profit Housing Association of Northern California (NPH), an affordable housing advocacy membership organization based in San Francisco and working throughout the nine-county Bay Area and statewide, seeks a full-time, energetic, passionate, skilled and self-motivated individual to join the NPH team to advance our affordable housing policy advocacy and campaign initiatives through developing and hosting successful programs and events. We are looking for a well-organized and collaborative person who can support and engage our staff, Board, members and partners to increase public awareness and support, grow political will, and strengthen the affordable housing sector and movement.

#### **Job Summary**

The Communications Manager works to support NPH members and advance NPH's vision of a Bay Area with housing security for all people, including low-wage workers, seniors, people with disabilities and veterans. Reporting to the Political Director, the Communications Manager is a seasoned professional using hands-on skills, messaging savvy and political acumen to get big results from a small staff team and engaged membership. Maintaining positive relationships with partners at the local, regional, state and national level is an essential part of the work. Attention to detail, deadlines, legal requirements and reputation impact ensures success. This is a full-time, exempt position.

#### **About NPH**

NPH is a non-profit 501(c)(3) tax-exempt organization founded in 1979. We activate our members to make the Bay Area and California a place where everyone has an affordable and stable home. We are 750 affordable housing developers, advocates, community leaders and businesses. We work to secure resources, promote good policy, educate the public and support affordable homes as the foundation for thriving individuals, families and neighborhoods. Our vision is a future where everyone has a place to call home and where low-income communities and communities of color stay and prosper in the Bay Area.

As the collective voice of those who support, build and finance affordable housing, NPH promotes innovative and proven solutions to address the needs of lower income people and people of color who suffer disproportionately from the housing crisis. Our members include non-profit developers, cities and counties, lenders and investors, architects and builders, planners and policy experts, homeless service providers, and community and grassroots advocates. They provide a deep repository of expertise and capacity as practitioners and advocates together in one organization.

## **Responsibilities**

### **Message Development and Strategy (25%):**

- Monitor national networks and coordinate with state or regional partners to develop persuasive and motivational messaging.
- Convene state and regional partners to review and coordinate messaging opportunities.
- Create and deliver trainings for NPH members and partners.
- Produce message frameworks, talking points, and strategic communications memos.
- Support Political Director with opinion research, content, analysis and summaries.

### **Advocacy Campaigns & Engagement (25%):**

- Collaborate with Political and Policy Directors to develop campaign messaging and plans.
- Coordinate with the Regional Planning & Policy Manager to develop and access required data and information.
- Execute member/partner materials, earned and social media, engagement and other activities to persuade, motivate, and mobilize stakeholders.
- Document activities and analyze participation.
- Recommend new strategies and tactics to advance program.

### **Media (15%):**

- Monitor regional publications for affordable housing news, compile clips and circulate among staff and members.
- Develop and maintain robust media contact list and relationships for the nine-county Bay Area, California-wide and housing industry publications.
- Develop and pitch stories as requested.
- Support management staff, board members, members and residents with preparation or implementation of talking points, speakers' trainings and opinion pieces as appropriate.
- Serve as media spokesperson and primary contact.

### **Event Fundraising Support (15%):**

- Collaborate with program staff to finalize umbrella messaging, branding, collateral and content for website, email, social and earned media to ensure consistency in fundraising, member and educational events
- Work with events team to ensure timely and productive promotion. Train or support events staff to implement communications and media activities when needed
- Regularly research and recommend technology or software improvements for time and cost savings.
- Coordinate with NPH operations team, board and members to support fundraising and membership events that build NPH brand and advance the cause of affordable homes.

### **NPH Organizational Presence (10%):**

- Administer NPH branding standards to protect brand awareness and reputation
- Plan website updates in coordination with program teams. Maintain site, search engine optimization, indexing and links. Seek technology improvements
- Plan and produce or procure collateral like signage for events, program or annual reports, PowerPoints or videos.
- Work to ensure NPH visibility and leadership in the housing community.

### **Coordination and Planning (10%):**

- Develop regular work plans and evaluate progress through analytics.
- Lead NPH networks in developing compelling messages and persuasive narratives, including regularly convening NPH's Strategic Communications Council working group – a cohort of communications professionals working in affordable housing.
- Collaborate with staff, board and members.

### **Experience and Qualifications**

- Minimum five years experience in strategic communications in an advocacy organization, membership group or related agency.
- Deep understanding of social justice and social change environments and processes, and commitment to equity and security for all peoples.
- Ability to work effectively across our networks with partners from industry, government, non-profit, community-based and movement sectors.
- California Drivers License, access to a vehicle and insurance.
- Knowledge of social media, graphic design software, engagement platforms, and continued pursuit of innovation and improvement.
- Demonstrated flair for language plus respect for deadlines and budgets.
- Occasional light magic.

### **Salary and Benefits**

The salary range is nonprofit sector competitive, commensurate with experience. NPH offers an excellent benefit package including medical and dental insurance, paid vacation, holidays and sick time, parental leave, a retirement savings plan and commuter subsidy benefit.

### **Application Process**

Qualified applicants should submit a resume and cover letter to [info@nonprofithousing.org](mailto:info@nonprofithousing.org) with the subject header: Communications Manager Position.

**NPH is an Equal Opportunity Employer**