



NON-PROFIT HOUSING ASSOCIATION  
OF NORTHERN CALIFORNIA

# The Voice of Affordable Housing

## **Job Announcement: Digital Communications Specialist (Full-Time)**

*New, Open Recruitment - Posted October 10*

NPH is currently seeking a **Digital Communications Specialist** to join our communications team. Join us to support progress for the Bay Area region's housing crisis by putting your communications skills to work shaping and delivering the messages that inspire voters, persuade lawmakers, mobilize supporters, help win advocacy and ballot measure campaigns, and engage and support the NPH member network!

### **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. We have a record of success passing legislation and winning ballot measures, and offer critical programs to strengthen our industry and movement. 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.

### **NPH is an Equal Opportunity Employer**

NPH is committed to creating a diverse and inclusive environment 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**

Together, the communications team is responsible for managing and growing the organization's digital communications program; elevating our organizational brand; 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.

Communications Specialists are mid-level employees who bring specialist knowledge to their communications role. They should have strong general communications knowledge, skills, and experience as foundational background for their work; the specialist designation should match and elevate team members' specific strengths and interest areas within a collaborative team environment.

A successful **Digital Communications Specialist** will also love digital communications and have experience running email and social media programs, familiarity in CRMs (ideally, Salsa Engage and Salesforce), social media (Facebook, Twitter, LinkedIn), and WordPress.

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

### **Job Duties**

- With direction from the Communications Director, **develop and implement NPH's digital communications program**, including managing the organizational email program, social media program, website, and online advocacy campaigns and tools. This includes evaluating metrics, keeping up with best practices, recommending digital strategies to grow our lists and increase our reach, maintaining an up-to-date email database, and other associated tasks. (60%)
- **Provide member/partner outreach and support** to facilitate successful communications across our membership network, including developing social media kits and tracking reach; 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. (20%)
- **Offer collaborative communications support** within the team and organization, helping draft, create, implement, execute, track, and evaluate communications tasks as-needed. Potential ad hoc communications projects could include: providing support for in-house publications, offering message guidance, reviewing or creating materials, and other communications tasks. (20%)

### **Skills and Qualifications:**

Please note, we do not expect every applicant to have every skill and qualification listed here. A strong communications specialist will match at least 80%.

- 3+ years experience in communications;
- Experience in advocacy organizations;
- Exposure to affordable housing policy;
- Excellent verbal and written skills;
- Experience managing organizational social media channels, including Facebook, Twitter, and LinkedIn;
- Experience working in WordPress;
- Experience utilizing online advocacy tools, such as Petitions, Targeted Actions, Sign Up Forms, and other;
- CRM and Database experience, especially in Salsa Engage and/or Salesforce;

- Demonstrated ability to work independently as well as collaboratively;
- Ability to multitask, be flexible, and prioritize different ongoing projects;
- Familiarity with Bay Area communities;
- Commitment to racial and economic diversity, social justice, and affordable housing.

### **Compensation and Benefits**

Salary range is \$60,000 to \$85,000. 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.

Telecommuting option: Some in-office days are required given the member and coalition dynamics of our work, though candidates may work off-site/remote for significant portions of this job.

### **How to Apply**

Applicants should email a resume, a cover letter explicating direct experience and skills, and up to 3 writing samples to [info@nonprofithousing.org](mailto:info@nonprofithousing.org) with the subject line: Digital Communications Specialist.

Writing samples may include social media/email examples, blog posts, guest columns, fact sheets or collateral, or other items you believe demonstrate your skills and abilities.

Applications will be accepted until the positions are filled, though we encourage interested parties to submit their application by October 31.

### **Other NPH Communications Openings**

The NPH Communications team is also currently hiring for a Content Specialist. Please [click here to view that job description](#). If you wish to be considered for both positions, please include a full application for your preferred position (resume, cover letter, writing samples) and a second, shortened cover letter and additional writing samples that illustrate your fit for the secondary position.