



Job Title: Communications & Advocacy Manager

Department:	Communications
Location:	Central Office
Reports To:	Vice President, Communications, Advocacy, and Fund Development
FLSA Status:	Exempt
Last Updated:	November 4, 2021

POSITION SUMMARY

The Communications and Advocacy Manager is responsible for creating top-notch strategic communications to advance the business and advocacy goals of Eden Housing. This position will facilitate Eden Housing's strategy for engaging external and internal stakeholders in Eden Housing's advocacy efforts. The Communications and Advocacy Manager will directly report to the Vice President of Communications, Advocacy and Fund Development and work closely with the Real Estate Development Department, Department leaders, and external stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Communications:

- Works cross-functionally to create all marketing and communications content to communicate Eden Housing's successes and grow support for affordable housing production.
- Oversees external communications calendar.
- Writes, edits, and delivers all messaging and marketing content (digital, social media, traditional channels) in Eden's distinct voice and tone
- Assists with the tracking of KPIs on engagement with external audiences.
- Contributes to refining and updating the Communications Department guiding processes and protocols about best practices in strategic communications.
- Serves as a resource for Eden employees to communicate the organization's brand better.

Advocacy:

- With input from pertinent Eden Housing department heads and policy consultants, identifies and prioritizes policy positions at the local level, ensuring effective collaboration with internal and external stakeholders.
- Tracks policy developments at the local, state, and federal levels for housing issues related to Eden Housing's development pipeline and residents.
- Represents Eden Housing's policy positions at the local, state, and federal levels through written correspondence and testimony at hearings.

- In conjunction with the Vice President of Communications, Advocacy and Fund Development organizes opportunities for residents, staff, and supporters to participate in the entitlement process.
- Tracks Development Department pipeline and offers technical assistance in government affairs and community engagement.
- Ensures advocacy marketing materials are up to date.

Public Relations:

- Develops and maintains relationships with external entities such as government officials, residents, faith groups, community-based organizations, advocates, and media to support development activities and events like groundbreaking and grand openings.
- Drafts and distributes statements, pitches, and press releases to members of the media.
- Tracks and reports on Eden Housing's reputation and brand recognition to Eden's Executive and Extended Leadership Teams.

Other Duties:

- Provides event support.
- Serves as a backup spokesperson if needed.
- Other communications projects as assigned by the Vice President of Communications, Advocacy, and Fund Development.

EDUCATION and/or EXPERIENCE

- Bachelor's degree in English, communications, marketing, or journalism preferred or a related field with a minimum of four years of experience in implementing strategic marketing and communications plans.
- At least one year of advocacy/public policy experience.
- Digital organizing experience or email marketing experience is a plus.
- Journalism or writing background preferred (writing samples required).

PREFERRED SKILLS and/or ABILITIES

- Exceptional project management and organizational skills with the ability to thrive in a fast-paced environment with multiple deadlines.
- Good presentation and storytelling abilities with excellent oral communication skills to effectively relate to a diverse range of stakeholders – from residents to volunteers, to elected officials, and C-level executives
- Strong grasp of persuasive communications.
- Must be able and willing to travel to all company locations to carry out duties and responsibilities.
- A commitment to Eden Housing's mission and values.

PHYSICAL DEMANDS

The physical demands described here represent those that must be met by an employee to perform the essential functions of this job successfully. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit and use hands to finger, handle, or feel. The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Physical demands include writing/typing, using computer and paper files, answering phones, attending meetings.

Communication & Advocacy Manager-EHI | Revision 12.03.2020



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JOB DESCRIPTION REVISION

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with this job. While this job description is intended to be an accurate reflection of the current job management reserves the right to revise the job or to require that other or different tasks are performed when circumstances change. This job description replaces all previous descriptions for this position.

Eden Housing is an equal opportunity employer. Eden Housing does not discriminate based on race, color, religion, sex, disability, familial status, national origin, or any other arbitrary basis.

ACKNOWLEDGMENT OF RECEIPT

Name _____

(Please print)

Signature _____ Date _____

