



SENIOR MANAGER, PUBLIC INFORMATION STRATEGY - FULL TIME

Posted August 1, 2022

The Non-Profit Housing Association of Northern California (NPH) is recruiting a Public Information Strategy Senior Manager to join our team! This person will oversee NPH's public information efforts and utilize narrative, cultural, storytelling, coalition, and engagement strategies to advance housing and racial justice in the San Francisco Bay Area.

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 represent thousands of 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, 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

This is an exciting opportunity for someone passionate about housing and racial justice; at the cutting edge of narrative, engagement, and cultural strategies; and enthusiastic about power building, collaborative coalition work, and creating equitable and inclusive processes and outputs.

The Public Information Strategy Senior Manager will join NPH to grow public support and build political will for housing solutions, while growing our movement's capacity and collaboration. Narrative shift is an integral component of NPH's vision for change, and this role will lead NPH's way in partnership with the [Shift the Bay initiative](#), a collaborative of 18 organizations and a consultant team, that seeks to deliver tactics and messages that drive new narratives around affordable housing.

This work requires a collaborative approach and experience leading research-driven messaging campaigns. The ideal candidate will have had exposure to cultural strategy, narrative research, and/or voter engagement/mobilization efforts.

This is a full-time, exempt position that reports to NPH's Communications Director. This person will manage staff and consultants.

Duties and Responsibilities

Lead public information strategy (40%): Advance multi-year coordinated regional narrative campaign to advance housing and racial justice in the Bay Area.

- Execute equitable and inclusive processes to engage diverse perspectives and support collaborative input/feedback to shape campaigns strategy.
- Identify and pursue creative avenues and partnerships to embed cultural strategy and bring multi-dimensional, cutting-edge tactics and technology into public information efforts to create lasting change.
- Work with consultants, staff, and partners to advance narrative strategy, messaging, storytelling, engagement, and evaluation through concrete campaigns/initiatives.
- Organize, oversee, and evaluate impacts on short-, mid-, and long-term outcomes that shift values and advance housing and racial justice.

Strengthen and support network of field practitioners (30%): Grow power for our housing justice movement by strengthening the ecosystem of narrative implementation, advancement, alignment, and amplification.

- Coordinate with Shift the Bay table members to incorporate field perspectives and lived experience into public information strategy.
- In partnership with Narrative Specialist, refine and execute strategy to grow field practitioners' capacity for narrative implementation. Includes: trainings, coaching, materials, resources, and infrastructure/space for peer learning and sharing.
- In partnership with the Communications team, support practitioners to embed narrative messaging, resources, materials, and tools.
- Conduct outreach to grow network and deepen relationships. Identify existing or emerging advocacy efforts that align with public information strategy. Build relationships with regional allies, partner networks, and funders.

Project Management (20%)

- Create and manage an annual work plan and budget for NPH's public information strategy.
- Work with and support Steering Committee and Leadership Team to:
 - Facilitate decision-making processes and create clear, transparent communications about our initiative's work.
 - Monitor and refine our multi-year arc of work.
 - Support fundraising.
- Manage, support, and provide oversight of project staff and consultants.
- Facilitate and support meetings, convenings, and working groups.

Support and represent NPH and narrative strategy (10%):

- Represent NPH, Shift the Bay, and regional narrative campaign at conferences, community events, workshops, and other public and media engagements.
- Other related tasks and responsibilities to support NPH's organizational development, as needed.

Necessary Skills and Qualifications

Candidates need not have all of the below in order to be qualified for this position. A strong candidate will match at least 80%.

- Demonstrated commitment to advance racial, social, and economic justice and/or lived experience of housing and racial justice;
- Minimum 5-7 years experience in organizing, campaigning, and/or advocacy-oriented communications;
- Minimum 3 years experience leading communications for public information initiative, voter engagement strategy, ballot measure campaign, and/or other relevant communications campaigns;
- Demonstrated capacity to get positive results in complex environments;
- Strong project management skills;
- Strong skills with relationship building and coalition engagement;
- Experience with budget management;
- Experienced coalition facilitator with skills to navigate and work through tension while advancing outcomes;
- Strongly prefer someone with experience working to advance housing justice and/or racial justice;
- Experience with fund development and donor cultivation;
- Experience with civic engagement, electoral organizing, and/or campaign development;
- Experience with voter database (such as PDI or VAN) and electoral and demographic data.

Compensation & Benefits

Salary range is \$100,000 to \$115,000, DOE. This position is an exempt, full-time position. 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 pursuing a healthy work-life balance and offers professional development opportunities to all of our team members.

Work Location and Safety Protocols

NPH staff are currently working remotely, due to COVID-19 (with a few minor exceptions). We anticipate re-opening our office (located in downtown San Francisco) for flexible return in 2022, as public health guidance allows. After the NPH offices reopen, this position may be able to offer a telecommute option for some portion of this work; some in-office days will be required.

Application Process

Applicants should submit a resume, a cover letter laying out your direct experience and skills for this position, and up to 3 samples of your work that illustrate your fit for this position. Please limit work samples to 5 pages for each sample as possible.

Email all materials to ***Alina@nonprofithousing.org*** with the subject line: ***Senior Manager, Public Information Strategy***. Applications will be accepted until the position is filled.