



Associate Director of Communications

Definition

Housing Matters is looking for individuals eager to make a difference and willing to enthusiastically commit to joining in our vision that homelessness in Santa Cruz County should be rare, brief and non-recurring. Housing Matters runs a variety of Housing First programs to support individuals and families experiencing homelessness with immediate and long-term housing needs. Our Associate Director of Communications will be responsible for helping to shape our brand, build our identity and capture the important work we are doing to house the most vulnerable, and the investments we are making to provide leadership in addressing homelessness in our county and around the country. The Associate Director of Communications reports directly to our Executive Director.

Typical Job Duties

- Plan and produce appeal letters, newsletters (print and digital), our annual report, and other copies as needed.
- Manage social media and campaigns; update our website on a regular basis.
- Supervises and manages a small communications team.
- Oversees strategic storytelling and gathering of participant success stories, and statistics needed for communication and grant writing efforts.
- Manage outreach, event planning and promote Housing Matters special events.
- Manage press and media relations.
- Conduct quality control on all communications.
- Works with development to promote donation campaigns for funding.
- Develop and implement a strategic donor communications plan.
- Work with the Executive Director to establish and maintain a multichannel communications strategy.
- Deeply understand, diagnose, and generate solutions to public misunderstanding of homelessness.
- Updates team and gives regular updates to the Development Team and Executive Director.
- More duties assigned.

Employment Standards

Thorough knowledge of:

- Communications, outreach and storytelling.
 - Management and team building techniques.
 - The latest marketing and communication tools and trends, including social media, multimedia production, and influencer marketing.
 - Homelessness in Santa Cruz County and barriers to housing for people and families experiencing homelessness.
 - Microsoft Office applications, Google Suite, and Adobe Creative Suite.
 - Project management and timeline management.
- Working knowledge of
- Housing Matters policies and procedures
 - Housing Matters brand and future goals.

Ability to:

- Utilize expert written and verbal communication skills.
- Draft op-eds, articles and social media campaign ads on short notice.

- Efficiently manage press and media relations.
- Accurately reflect our vision, mission and through media and writing.
- Assist in building the Housing Matters brand.
- Build and maintain relationships with the community.
- Maintain a holistic view of projects without losing sight of the details.

Training and Experience: Any combination of training and experience which would provide the required knowledge and abilities is qualifying. Typical ways to obtain these knowledge and abilities would be:

- Bachelor's degree in communications or related field required; masters preferred
- 3+ years of experience in communications required; non profit experience preferred.

SPECIAL REQUIREMENTS

- Possession of a valid California Class C Driver's License

Hours:

This is a full time, benefited, exempt position. Occasional evenings and weekends required. Health Insurance begin after 30-day introductory period.

Application Process

Please email a cover letter and resume to the attention of Human Resources at recruiter@housingmatterssc.org. No phone calls or faxes. Housing Matters is an Equal Opportunity Employer.