



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.

The 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 by developing effective messaging and communications strategies.

The Associate Director of Communications reports directly to our Chief Impact Officer.

Typical Job Duties

- Create and oversee the production of promotional and informational materials to be consistent, positive, and on-brand including appeal letters, newsletters, annual reports, blog posts, and other materials as needed
- Strategize with the Fundraising Team on messaging for campaigns and events
- Develop digital marketing materials and strategies
- In collaboration with the Community Engagement Manager, develop strategy for our social media channels
- Update our website on a regular basis
- Oversee strategic storytelling of participant success stories
- Manage outreach and promote Housing Matters special events
- Manage press and media relations
- Conduct quality control on all outgoing communications
- Deeply understand, diagnose, and generate communications that speak to the public misunderstanding of homelessness
- More duties as assigned

Employment Standards

Thorough knowledge of:

- Communications, outreach, and storytelling
- The latest marketing and communication tools and trends, including social media, multimedia production, and influencer marketing
- Microsoft Office applications, Google Suite, WordPress, and Adobe Creative Suite
- Project management and timeline management

Ability to:

- Creatively and consistently produce interesting and on-brand content
- Expertly create written and verbal communications
- Efficiently manage press and media relations
- Accurately reflect our vision, mission on all communications channels
- Continue the development of the Housing Matters brand
- Build and maintain relationships with the community

- Organize and maintain a holistic view of projects without losing sight of the details while working on a deadline

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

- Bachelor's degree in communications or related field required
- 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 are required. Health Insurance begins after a 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.