

Advocacy & Communications Director

Position Overview

Generation Housing is seeking a passionate, responsible, and hardworking team player to join the team to develop and implement the agency's advocacy initiatives. This is a full-time (40 hours/week), exempt position that reports to the Executive Director.

The Advocacy & Communications Director is a key member of Generation Housing that works closely with the Policy Director, Executive Director, Advisory Board, and community and political leadership. The Advocacy & Communications Director will manage all aspects of the advocacy programmatic calendar, a county wide public will building campaign, communications strategies, and community relations and organizing.

Key Responsibilities

Community relations and member engagement (40%)

- Lead Generation Housing's efforts to build a network of individuals in Sonoma County who will participate in public hearings, meetings, and letter writing to support housing projects and beneficial policy.
- Research and develop policies and procedures related to community will building and action networks responsive to pro-housing policy and housing development.
- Cultivate relationships with elected and appointed policymakers, local community leaders and organizers, and create opportunities to influence program policies and implementation.
- Develop strategies for engaging the #WeAreGenH Action Network and implement advocacy opportunities
- Participate and report on public hearings and community engagements pertaining to housing projects. Track public meeting agendas on a weekly basis.
- Lead in educational/informational content programming, including Monthly House Parties, educational webinars and other outreach efforts in support of the mission.
- In support of the Executive Director, participate in leading strategic and educational convenings of various stakeholder and leadership groups.
- Strategically and collaboratively coordinate activities by members, partners and allies by providing materials, in-service trainings and one-on-one coaching.
- Set numeric and programmatic goals, analyze progress, adjust to meet performance goals.
- Communicate with Generation Housing partners and engage them to share and lift up the organization's digital content and actions

Communications (30%)

- Conceptualize and carry out communications and marketing projects such as videos, annual reports, campaigns, brochures, slide decks, one-pagers and the like, often working with

external vendors such as designers, printers, videographers, photographers and web developers

- Review and edit materials developed across the organization to ensure a consistent voice and tone throughout the organization's communications
- Develop voice guides and trainings for staff on communications and communications tools
- Develop printed, electronic, and oral communications for annual events
- Manage all aspects of regular and special events, including promotion, logistics, follow up, run of show/script development, etc.
- Create, implement, and manage an overarching social media strategy including regular monitoring, tracking against goals, scheduling, content creation, posting, community engagement and community management; working with outside vendor as needed
- Produce regular e-newsletters and online actions to Generation Housing subscribers and track results against goals
- Update Generation Housing website and draft new web pages and templates as needed for events, policies, and campaigns
- Set up and execute paid social promotions or online message testing work with outside vendor as needed

Media Relations (10%)

- Keep track of news and trends in the field of housing and community development in Sonoma County and California
- Pitch stories or statements from Generation Housing to the media to put forward the organization's message and position the organization as a thought leader; working with outside vendor as needed
- Coordinate response to media requests and help schedule interviews with Generation Housing spokespeople; working with outside vendor as needed
- Maintain and develop new earned media relationships with journalists and reporters and be a housing resource to them

Political strategy and policy development (10%)

- In collaboration with the Policy Director, navigate multi-level and cross-sector pathways to secure public support and political will.
- In collaboration with the Policy Director, manage operating procedures related to pro-housing policies, housing developments, and related advocacy required for their advancement.
- In collaboration with the Policy Director, create an annual work plan based on landscape scan and assessment to increase and engage Generation Housing members in strategic activities leading to campaigns.

Budgets, compliance, operations support (10%)

- Collaborate with the Operations & Development Director to develop program budgets, solicit funds, write proposals, develop major donor relationships as part of Generation Housing's overall fundraising work.
- In support of the Executive Director, develop educational and informational material for Board members, members, and grant funders.
- Track expenditures, maintain appropriate records, report as required.
- Coordinate with fiscal sponsor, Executive Director, and appropriate professionals and contractors related to Generation Housing campaign and lobbying activities.

Other duties as assigned

Qualifications

- The ideal candidate will have a Bachelor's degree or higher in a related field (such as Public Policy, Communications, or Political Science) or equivalent experience in Communications or Advocacy direction, preferably in a nonprofit organization.
- Must be a team player, while able work well under minimal supervision, and manage competing priorities.
- Spanish speaking highly desirable.
- Bilingual/bicultural highly desirable.
- Excellent written and verbal communication skills are a must.
- Experience with policy research and development.
- Experience working Air Table, Salesforce, Asana, Zoom, and Slack is desirable.
- Interest in affordable housing and/or social justice highly desired.
- Must be flexible, nimble, and able to work effectively under pressure.
- Excellent computer skills including proficiency with the Microsoft Office and Google Suite of software (especially Word/Docs and Excel/Sheets), online research, and basic troubleshooting.
- Strong computer and networking literacy and ability to learn new programs and platforms.

Compensation

- \$95,000-\$110,000/annual salary based on experience and qualifications.
- This is a full-time exempt position with supervisory responsibilities.
- Generation Housing offers a competitive benefits package that includes medical, dental, vision, and life insurance; vacation and sick time; 12 paid holidays; a SIMPLE IRA retirement plan and employer match; and a parking or public transit stipend.

Application Process

- Please email a resume and cover letter to info@generationhousing.org and indicate "Advocacy & Communications Director – YOUR NAME" in the subject line of the email.



- Application deadline is August 12, 2021. Applications will be accepted until position is filled.