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.