



Communications Associate

Position Overview

Generation Housing is seeking a passionate, responsible, and hardworking team player to join the team to manage the organization's communications and marketing. This is a part-time (20 hours/week), non-exempt position.

This is a new, part-time position anticipated to start October 1, 2022 and last a minimum of 12 months. The is a grant- and contract-funded position and employment beyond the grant and contract terms is dependent on continued funding.

The Communications Associate is a key member of Generation Housing, engaged in aspects of communications and marketing efforts, maintaining an external communications calendar, and prioritizing communications to key audiences.

The Associate reports to the Operations & Development Director, and works closely with the Executive Director, marketing contractors, web designers, and other members of the Leadership Team.

Key Responsibilities

General Communications (60%)

- 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, and photographers
- Review and edit materials developed across the organization to ensure a high level of quality and consistent voice and tone throughout the organization's communications
- Develop and manage printed, electronic, and oral communications for all regular and special events, including event promotion and follow up communications
- 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

Community Engagement Communications (20%)

- In collaboration with the Community Engagement Director, communicate with Generation Housing partners and engage them to share and lift up the organization's messages
- Communicate with a variety of people (renters, developers, teachers, etc.) to gather stories and develop them for use across all communications channels
- In collaboration with the Policy and Director of Special Initiatives, develop strategies for engaging the #WeAreGenH Action Network and implement advocacy opportunities

Media Relations (20%)

- 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
- Other duties as assigned to assist the team as necessary to pursue Generation Housing's mission

The Ideal Candidate

- **The ideal candidate will be located in Sonoma County, bilingual/bicultural and have experience managing 6 figure communications/marketing campaigns.**
- Prior experience *could* include some combination of the following:
 - Bachelor's degree in a related field, such as Journalism, Public Relations, or Communications, etc.
 - Experience in a Communications, Marketing or Public Relations position, preferably in a nonprofit organization
- Spanish speaking is highly desired, but at minimum, experience coordinating the production of all communications in both English and Spanish
- Excellent written and verbal communication skills are a must: Select candidates will be asked to submit a writing sample
- Experience with WordPress, Adobe, Canva, Salesforce, Asana, Constant Contact, Zoom, and Slack is desirable. As well as various social media platforms like Facebook, Instagram, Twitter, Tweetdeck, YouTube, Reddit, Nextdoor, etc.
- Interest in affordable housing, nonprofit communications, and/or social justice or a willingness to learn about the affordable housing field is highly desired
- Must be a team player, while able work well under minimal supervision, and manage competing priorities
- 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

Compensation

Generation Housing is committed to paying competitive wages. In an effort to increase equity, because we know that salary negotiations tend to have an unfair bias, we do not participate in a salary negotiation process for any candidate.

We will make our best offer, and it will be the same regardless of the candidate.

The hourly rate for this position is \$33.65/hr, with opportunities for additional compensation based on the following qualifications: conversational Spanish, Spanish fluency, Master's or Doctorate. The compensation package and qualification-based increases are nonnegotiable and will be the same regardless of the candidate.

Generation Housing offers a competitive benefits package that includes top of the line medical, dental and vision for the entire family with a low employee contribution, voluntary life insurance options; a SIMPLE IRA retirement plan including employer matching up to 6%.

Generation Housing offers competitive vacation and sick time; 12 paid holidays; and paid maternity/paternity leave.

Application Process



- Please email a resume and cover letter to info@generationhousing.org and indicate "Communications Associate – YOUR NAME" in the subject line of the email
- Application deadline is September 19, 2022. Applications will be accepted until position is filled.