



Strategic Communications Manager

Title: Strategic Communications Manager

Salary: \$85,000 - \$95,000

Location: Santa Clara County, CA

Job Details: This is a Full-Time, Permanent, Exempt position

Reports to: Deputy Director, Strategic Partnerships

SV@Home is a 501(c)(3) nonprofit housing advocacy organization whose mission is to advance systems change to achieve housing affordability and housing justice. We believe that housing justice will be realized when all communities are inclusive and community members have the resources and power to lead the development of their own communities. We believe that the path to housing justice is through centering the communities who have been historically marginalized and helping to build power to reverse the legacy of racial and economic exclusion.

In this work, our success is dependent on building a team that includes people from different backgrounds and experiences who can challenge each other's assumptions with fresh perspectives. To that end, we look for a diverse pool of applicants, including those from historically marginalized groups.

We acknowledge the historical and current impacts of racism in housing access and affordability and commit to a framework that seeks diversity, equity, inclusion, and liberation (DEIL). The role is based in Santa Clara County, and we have a hybrid model, providing access to our Downtown San Jose office.

POSITION OVERVIEW

SV@Home is seeking a values-aligned and innovative Strategic Communications Manager to take the lead on advancing the organization's vision and messaging across social media, traditional communications platforms, and internally. Our ideal candidate will excel at employing a creative storytelling approach to engage diverse audiences and galvanize our stakeholders, and leveraging their policy/subject matter expertise to drive an overall communications strategy that advances our organizational mission. This is a full-time position that reports to the Deputy Director of Strategic Partnerships, though duties of this position will cut across the organization.

KEY RESPONSIBILITIES

Responsibilities include:

- Developing SV@Home's communications strategy with the leadership team
- Maintaining SV@Home's brand, including ensuring consistent messaging in all communications to all stakeholders; support the overall communications goals of the organization



- Managing production of a bi-weekly newsletter by coordinating content from the SV@Home team
- Supporting and leading work across c3/c4 political campaigns to educate the public about affordable housing
- Developing and managing SV@Home's social media strategy
- Strengthening SV@Home's social media presence and maintaining an active and timely voice
- Drafting and editing collateral pieces, op-eds, and other articles for publication
- Managing press inquiries and identifying media opportunities
- Assisting with the maintenance of SV@Home's website
- Assisting with planning and promotion of SV@Home member activities and public events
- Ability to collaborate on the above duties with the policy, operations, and development departments

EXPERIENCE AND QUALIFICATIONS

The selected candidate must have the following skills and qualifications:

- An exceptional communicator (both written and verbal) who has a passion and talent for storytelling and who can utilize this skill to advocate for the work we do
- A passion for social change and a commitment to diversity, equity, inclusion and liberation (DEIL) work
- Previous work, volunteer, or lived experience in affordable housing, public policy, racial justice, economic justice, and social relations, or related experience
- Significant work, volunteer, academic, and/or lived experience in a combination of communications/marketing/social media management/digital campaigns/political campaigns/coalition work (including, if applicable, volunteer or part-time experience with significant leadership component)
- Experience with social media, including Facebook, Twitter, LinkedIn, Instagram, YouTube, TikTok, or others, especially with managing digital ad campaigns
- Strong organizational skills; the ability to handle multiple tasks, manage projects, and delegate
- A collaborative problem solver who enjoys working in a highly collaborative, team environment
- A commitment to continuous learning and development in the related work and the desire to grow and learn in a dynamic environment
- An ability to work with a high degree of emotional intelligence, navigating individual and team conflicts productively, with empathy and integrity, and contributing constructively to overall organizational advancement and culture
- Experience with WordPress or website management strongly desired
- Campaign experience a plus

COMPENSATION AND BENEFITS PACKAGE

We offer a competitive benefits package that includes...



- Full medical, dental, vision, and life insurance for employees
- 15 days of Vacation and 36 days of sick time per year
- 11 office holidays, plus a holiday office closure from December 25th through January 1st, and summer office closure during the 4th of July week.
- SIMPLE IRA retirement plan with a 3% employer match
- Monthly cell phone and parking or public transportation reimbursement

Applications will be accepted through 11/22/2024. Interested applicants should email a writing sample that conveys your writing style, a cover letter and resume to jobs@siliconvalleyathome.org. Please indicate “Strategic Communications Manager” in the subject line of your email. Thank you for your interest and we look forward to hearing from you.

DO YOU THINK THIS MIGHT BE YOU?

If you see yourself in this job description but don’t feel like you meet every single criteria, we encourage you to apply anyway! Research shows that individuals from historically marginalized groups tend to self-select out of opportunities at higher rates. We take a holistic approach to all of our hiring practices and want to hire those who best align with our mission and goals.

SV@Home is committed to providing our staff with a safe work environment and supporting collective health. As such, SV@Home requires confidential proof of completed COVID-19 vaccination, including eligible booster(s), for all employees (with the exception of reasonable accommodations due to medical or religious beliefs).

SV@Home is an equal opportunity employer to all regardless of race, color, national origin, ancestry, sex, marital status, disability, religious or political affiliation, actual or perceived gender identity, age or sexual orientation.