SAN DIEGO HOUSING FEDERATION

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Job Title: Senior Director of Strategic Initiatives & Communications
Starting Salary: $80,000, negotiable depending upon experience

The San Diego Housing Federation (SDHF), a San Diego-based nonprofit organization that promotes the creation and preservation of quality affordable homes for people in need throughout San Diego County. We are recruiting a Senior Director of Strategic Initiatives & Communications to be responsible for the planning, development and implementation of the organization's special projects and communicate the impacts to the public and stakeholders. As a member of the SDHF team, the Senior Director of Strategic Initiatives & Communications will work collaboratively with other team members to carry out the duties below.

The ideal candidate will have demonstrated experience in working independently and successfully in a fast-paced and high-profile environment, think creatively and analytically, be flexible and highly organized, and be committed to SDHF's mission. The candidate will also enjoy and value relationship-building with people from all backgrounds, places and experiences. This candidate will be a member of the senior leadership team and should feel comfortable interacting with board members, sponsors, stakeholders, donors, vendors, and media.

Responsibilities:

- Creating long- and short-term plans, including setting targets for milestones and adhering to deadlines for coalition and outreach projects
- Lead the onboarding and management of coalition members
- Serving as a point of contact for coalition members, executive board members, vendors, and stakeholders as project demands
- Communicating with SDHF executive team, board, and vendors to keep projects aligned with goals
- Work with current integrated, organization-wide strategic communications plan and identify ways for coalition members and surrogates to plug in where needed
- Work with SDHF executive team and coalition members to build upon the communications strategy that enables the SDHF to enhance meaningful relationships with targeted external audiences, including the media, public officials, community leaders, key influencers and donors
- Work with the executive team to continue ongoing messaging protocol and developing a local narrative for the housing crisis that resonates in the community
- Manage and oversee Communications Coordinator, other appropriate staff members, and/or consultants to delegate and collaborate on communications, fundraising, and coalition deliverables such as annual reports, website maintenance, social media, and event planning
- Work with SDHF executive team and coalition members to build upon the fundraising strategy that enables the SDHF to fund critical community and outreach activities
- Engage and train SDHF and coalition members to reach out to community groups in our region & present a narrative for the affordable housing crisis & proposed solutions consistent with SDHF's mission and policy goals

- Identify key community members, advocates, public officials, private business leaders, donors, and other stakeholders to continue growth of the coalition
- Document community and coalition feedback that helps refine our understanding of local needs, and make recommendations accordingly to help SDHF continue to innovate and grow
- Document key metrics to demonstrate impact in our education programs, evaluate success in delivering housing-positive messages, and evaluate the SDHF's success in affecting low and moderate income (LMI) communities
- Document key metrics to demonstrate impact in our policy priorities to evaluate the SDHF's success in affecting low and moderate income (LMI) communities
- Build and grow relationships with targeted internal and external audiences, including board members, coalition members, the media, public officials, community leaders, key influencers and donors
- Produce an annual impact report for publication and distribution to our membership and stakeholders

Qualifications

Education/Experience:

- Bachelor's Degree or work experience in Communications, Journalism, Public Relations, Marketing, or related field

***AND/OR* 7+ years of professional experience:**

- Experience in non-profit, advocacy or campaign communications, fundraising, project management, community outreach, with government relations and/or political stakeholders, engaging with elected officials and their staff and coalition building, advocacy or campaign communications, fundraising, project management, community outreach, or in a related field.

Skills:

- Experience/proficiency with the internet and the following or similar platforms: Microsoft Office, Adobe, Squarespace, Canva, Hootsuite, Constant Contact, DonorPerfect, MuckRack
- Excellent verbal, writing, and content creation skills
- Strong knowledge of communication practices and techniques
- Experience in stakeholder/community engagement - working with various organizations and community groups and engaging them in special programs or initiatives
- Experience in managing deadlines, budgets, and/or large groups of active stakeholders toward a common goal
- Ability to take initiative to develop new strategies and outside-the-box ideas
- Excellent media relations skills and/or strong knowledge of the local media landscape
- High-level creative writing/storytelling skills and strong editing skills
- Proven experience tailoring content to specific audiences or interest groups.

Organization Description

The San Diego Housing Federation is a nonprofit membership organization that promotes the creation and preservation of quality affordable homes and community development

opportunities for people in need throughout San Diego county through advocacy, resident engagement, coalition-building, public education, and capacity-building within the affordable housing community. We are an equal opportunity/affirmative action employer and encourage applications from all backgrounds and communities including but not limited to: women, people of color, people with disabilities, LGBTQIA+ individuals, and people with arrest records or convictions. We will actively work to remove any barriers in the workplace.

Description of Benefits

- Health, Dental & Vision insurance
- Flexible time off policy

To Apply

Please send your resume and two writing samples (one can be a cover letter if you choose) to Stephen Russell, CEO and President, sdhfexec@housingsandiego.org with the subject line: **Senior Strategic Initiatives & Communications Director Application** by 5pm PST, July 5, 2022.