



Housing Opportunities Made Equal of Virginia, Inc.

Job Description for

Communications & Outreach Specialist

2018

POSITION DESCRIPTION

Communications & Outreach Specialist

Reports to: Mike Burnette, Director of Communications (DoC)

Job Summary: The Communications and Outreach Specialist primary responsibilities are to: create and maintain content for a dynamic website, manage and lead offsite outreach events to consumers, create and maintain a video presence, graphic design and print materials, proof read and edit as needed; project manage events for grant deliverables, assist in all areas of grant deliverables, and assist in our overall outreach and communications plans. Duties do change and, as in any communications role, flexibility is a must to adjust to an ever-changing priorities and duties list.

General Qualifications: In addition, all employees of HOME are expected to meet these general qualifications

- Strong commitment to social justice
- Excellent oral and written communication skills
- The ability to communicate complex issues, data and concepts clearly
- The ability to function effectively within and/or high performance, cross divisional work teams
- The ability to coordinate key program activities across programs
- Willingness to participate in fund development activities
- The ability to act independently and proactively
- The ability to adapt to changing circumstances
- Exercise sound judgment and diplomacy
- The ability to manage multiple projects
- The ability to maintain a high degree of professionalism, confidentiality and substantial contact with the public

I. Create and maintain content for a dynamic website

- Work with web firm to design a new website on new platform.
- Compose and maintain constantly changing content.
- Enhance SEO to enable consumers to better find information on the web.

II. Project Manage Events for grant deliverables

- Manage all event planning activities with our annual Fair Housing summit.
 - Event site logistics
 - Travel logistics
 - Volunteer coordination
 - Partner liaison
 - All materials coordination
 - Assist in soliciting, receiving, and acknowledging event sponsors

III. Create and maintain a video presence

- Create engaging client videos for use for donor events and social media engagement.
- Create short video clips for community engagement.

IV. Design, print, and maintain all print materials

V. Manage and lead outreach efforts to consumers

- Seek out outreach avenues and opportunities to educate consumers with grant deliverable targets and agency focus as priorities.
- Attend fairs and/or trade shows, including weekend time, that have a specific target need.
- Seek out educational venues or target for HOME's classes and/or educational materials.
- Seek out and offer engaging content to HOME's social media platforms and E-newsletter including, but not limited to: Constant Contact, Facebook, Twitter, LinkedIn, Google+, Blog, and YouTube.
- Keep a database of all outreach activities.
- Identify, establish and maintain relationships with key community agencies or leaders that align with our mission and grant goals.
- Schedule appointments for other HOME staff to assist them in reaching their goals.
- Assist subject matter experts at HOME to build effective relationships.
- Attend outside meetings within our target areas to be a face and voice for HOME.

VI. Writing and Editing

- Create social media and e-news stories and content in coordination with DoC.
- Proof read and edit any needed documents.

VII. Assist in our overall outreach and communications plans.

- In coordination with the DoC, help develop an annual outreach plan.
- Assist DoC in creating engaging content for social media and Constant Contact emails.
- Assist DoC in writing and editing as needed.
- Assist DoC and fund development with events as an engagement and donation tool.
- Help develop and implement both long term strategies and short-term programs for all communications priority projects.
- Other duties as assigned.

VIII. Universal Performance Standards: All HOME employees are expected to exemplify and comply with the following standards and principles:

- **ELIMINATING RACISM:** Exemplify HOME's commitment to social justice and to the dismantling of racism in all activities
- **COMMITMENT TO FAIR HOUSING:** Regardless of their position, cooperate fully in assisting the Center

for Housing Advocacy in the investigation of housing discrimination when requested.

- **COMMITMENT TO FUND DEVELOPMENT:** Cooperate fully in appropriate fund development activities of the agency, including the appropriate management of key constituent relationships
- **LEADERSHIP:** Demonstrate integrity; take initiative; look for and accept responsibility; be a creative problem solver; recognize the contributions of others and help build consensus. Staff members are also expected to maintain a positive attitude and keep personal issues out of the workplace.
- **TEAMWORK:** In recognition of the matrix nature of HOME, demonstrate a commitment and ability to effectively work in a variety of work teams; establish and maintain effective working relationships; show respect for and support others and work cooperatively. Moreover, each staff member is expected to utilize a wide variety of skills across programmatic lines and appropriately and effectively coordinate activities with other departments.
- **COMMUNICATION:** Effectively and positively communicate with a variety of people in the workplace.
- **PROFESSIONALISM:** Adhere to established personnel policies and work standards. Maintain a professional demeanor; handle difficult situations with tact and diplomacy; listen to others; maintain excellent oral and written self expression; represent themselves and the organization well in public.
- **CUSTOMER SERVICE:** Demonstrate a commitment to, maintain high standards and practices of top quality customer service and adhere to the customer service standards established by the organization.
- **KNOWLEDGE AND SKILLS:** Demonstrate a high degree of technical knowledge relative to the position; maintains a high degree of knowledge about HOME and its programs and look for ways to enhance skills. Each staff member is expected to have a basic working knowledge about the use of technology including computers and voicemail.
- **PLANNING/ANALYSIS/DECISION MAKING:** Demonstrate the ability to anticipate and solve problems, weigh consequences, and make appropriate decisions.
- **USE OF TIME:** Is punctual, makes good use of time while in the office and does not spend excessive work time on personal matters
- **FLEXIBILITY:** Demonstrate a willingness to try new approaches, able to compromise, responds to unscheduled requests
- **RELIABILITY:** can be relied upon by co-workers and supervisors to complete tasks well and on time, works independently.