



JOB ANNOUNCEMENTS:

Narrative & Strategic Communications Director



HOUSING CALIFORNIA

Housing California (CA) is a statewide non-profit affordable housing and homelessness advocacy organization dedicated to improving life within our golden state. We open minds and organize people most impacted by housing injustice and their allies to effectively advance equitable systems change and structural reform policy solutions grounded in the lived expertise of affordable housing residents and social and economic policy research. We envision a California with homes, health, and wealth for all in thriving, sustainable communities.

Housing CA advances our mission using three main strategic directions: (1) Shaping a new affordable housing and homelessness narrative, (2) Shifting and building power through multisector coalitions and community organizing networks, and (3) Advancing bold policy change.

Housing CA seeks candidates to fill our Narrative & Strategic Communications Director position. Successful candidates have a proven ability to integrate and advance narratives to change hearts and minds and to work collaboratively to execute quality communications strategies.

SUMMARY

The Narrative & Strategic Communications Director is responsible for guiding and overseeing the implementation of a narrative change vision and strategy to advance housing and racial justice in California and for managing and growing the organization's communications program, including digital communications, social media, media relations, and branding. The Director will manage and coordinate a growing narrative and strategic communications team and work in close coordination with Housing CA's leadership and power building, and legislative advocacy teams to advance Housing CA's vision.

JOB RESPONSIBILITIES

Communications Strategy and Vision

- Lead review, update, and execution of a strategic communications plan that builds on the organization's *Strategic Plan*.
- Increase public awareness of and brand recognition for Housing CA, its staff, and work.
- Oversee the development and implementation of Housing CA's narrative and strategic communications program.
- Oversee member/partner outreach and support to facilitate successful communications across Housing CA's network.
- Evaluate the impacts of our narrative and strategic communications activities.
- Coordinate collaborative communications support within Housing CA.



Narrative Shaping

- Apply narrative research, best practices, and tools to advance both short-term advocacy campaigns and a long-term strategy to change hearts and minds around housing and homelessness.
- Advance efforts to stand up and activate a statewide Shift the Narrative Task Force to connect the dots; coordinate narrative strategy alignment, integration, and execution; and build capacity of the field to put narrative research, strategies, and approaches into practice.
- Work with key partners to strengthen the capacity and competency of the field and our multi-sector partners by planning, developing, and coordinating trainings and resources.
- Offer collaborative support within the organization and among the field, bringing narrative expertise and a racial equity lens to content development, from drafting to review.

Media Advocacy

- Position the organization as an essential source of information on ending homelessness and creating safe, stable, affordable homes for all Californians in thriving, sustainable communities.
- Oversee and guide staff and consultants responsible for media relations and advocacy, including:
 - Develop compelling stories that package policy priorities and long-term narrative and that appeal to the media.
 - Identify, craft, and place press releases, op-eds, and letters to the editor to advance stories and issues.
 - Manage media requests, including statements, comments, and talking points. Work with staff to prepare for interviews.
 - Anticipate forthcoming stories and events and develop and execute rapid response strategy.

Digital Communications

- Oversee and guide staff and consultants responsible for digital communications, including:
 - Manage Salsa Engage and CRM, including developing policies and procedures for the database to support contact database management, events management, membership, email communication, and advocacy efforts.
 - Create, maintain, and operationalize an editorial calendar.
 - Create graphics and branded materials.

Organizational Responsibilities

- Assist with organizational responsibilities that further the strategic goals of the organization.

QUALIFICATIONS

We are seeking candidates who have:

- A demonstrated commitment to racial, gender, disability, economic, and housing justice
- Knowledge and ability to apply and implement narrative shift strategy, with meaningful experience in organizing, multi-year advocacy campaigns, narrative strategy, and/or comparable experiences
- Strong strategic communications background, with meaningful professional communications, messaging, and/or outreach responsibilities as a main function of previous position(s)

- Demonstrated experience managing a team
- A track record of collaborating and developing and maintaining strong working relationships with and among partners with different backgrounds
- A proven ability to communicate (written and verbally) effectively with a variety of audiences, including policymakers, community-based organizations, people who live in affordable homes or are experiencing homelessness, and the media
- Ability to see the big picture and to execute through strong organizational and project management skills
- A demonstrated commitment to meeting a high bar and a history of getting things done, even in the face of obstacles or multiple competing demands
- An ability and willingness to travel periodically and attend occasional evening obligations (Housing CA staff are not traveling during COVID-19 pandemic)

Other Desired Skills

- Knowledge of and experience with housing and/or homelessness policy, legislative process, or electoral campaigns
- Experience curating curriculum and/or development for trainings and workshops, especially on organizing, advocacy, and/or messaging
- Strong facilitation skills
- Experience with program evaluation
- Experience developing, working with, or leading multi-sector coalitions, networks, or similar infrastructures

Our ideal candidates may have experience that doesn't directly match the qualifications above, and we encourage people with equivalent experience to apply.

COMPENSATION, BENEFITS, AND LOCATION

This is a full time, exempt position that reports to executive leadership. This individual would supervise one staff person and several consultants that currently support our narrative and strategic communications work. Competitive salary between \$90,000 - \$100,000, depending on experience. While the position would ideally be based in Sacramento, the Narrative and Strategic Communications Director may work from anywhere in California.

Benefits package includes fully paid medical, dental, vision, paid family leave, long-term disability and group life insurance coverage; commuting subsidy; cell phone subsidy; stipend for internet connection while required to be remote; 403(b) retirement plan with employer contribution; generous vacation, sick leave, and 12 paid holidays; training and professional development opportunities; and the possibility of remote work for a portion of your week. Currently, all of our work is virtual due to the COVID-19 pandemic.

CULTURE AND DIVERSITY

Housing CA is committed to creating a just, equitable, diverse, and inclusive workplace that fosters a culture of ongoing learning and collaboration and supports, stabilizes, and incentivizes people to join the Housing CA team and stay for the long game (e.g., professional development plans and opportunities, creating opportunities for professional advancement, staffing growth).



We value having staff who come from communities that are most impacted by the issues we address. We especially encourage Black, Latinx, Indigenous, and people of color; people from families that have immigrated to the U.S.; women; lesbian, gay, bisexual, and trans people; and disabled people to apply for these positions.

We aim for our work to be both effective and sustainable; we balance required travel during some parts of the year and the fast-paced legislative calendar with a commitment to our team's mental and physical health.

HOW TO APPLY

Applicants should submit a cover letter, resume, and writing sample (5 pages maximum) with the subject line: "Narrative & Strategic Communications Director Job Application" to Jade Chin at jchin@housingca.org. We will accept applications until the position is filled. The interview process may include two to three rounds of interviews.

Additional information on Housing CA is available at housingca.org