

**Position Description**

<b>Position Title:</b>	Communications Program Manager	<b>Department:</b>	Executive
<b>Reports to:</b>	Senior Communications Manager	<b>Employment Status:</b>	Full-Time
<b>FLSA Status:</b>	Exempt	<b>Date Created:</b>	May 16, 2022
<b>Representation Status:</b>	Unrepresented	<b>Date Revised:</b>	N/A

**Summary**

The primary purpose of this position is the development and implementation of marketing and brand analysis strategies and establishing internal and external communications and events that enhance the understanding, perception, and image of the Santa Clara County Housing Authority.

The essential duties and responsibilities listed below support the Santa Clara County Housing Authority's ("SCCHA") mission, strategic goals, and objectives.

**Essential Duties and Responsibilities**

*The position duties and responsibilities listed below describe the general nature and scope of work. Other responsibilities, duties, and skills may be required and assigned, as needed.*

- Coordinates the planning, editing, and writing of content for a variety of internal and external communication; ensures all internal communications are consistent with external communications; considers diversity, equity, and inclusion; translates and facilitates translation services for communication materials; identifies opportunities for additional promotion of SCCHA activities through social media channels, advertisements, and other appropriate outreach efforts.
- Serves as the Authority's initial point of contact for internal and external communications and ensures consistency in the presentation of all communications in the Authority; reviews staff communications, both internal and external, to ensure coordinated presentations and messages.
- Manages, maintains, and updates the agency website and social media platforms; analyzes and evaluates website and social media metrics; devises strategies to drive website traffic; stays knowledgeable of current trends, methodologies, and technologies in the industry.
- Manages logistics and assists in the planning, publicity, and execution of special events for internal and external stakeholders, residents and the general public; oversees and coordinates event planning and operations including venue selection/preparation, invitations/communication, logistics, setup, refreshments, materials, vendor/speaker research, selection and coordination and facilitates post-event follow up; ensures events run efficiently resolving issues as they arise; analyze feedback from events to determine effectiveness.
- Assists the Communications Team in maintaining effective media relations for SCCHA to include but not limited to draft news releases and advisories, supplies photos to local media, assists in the responses to inquiries from the media and the general public, assists in the coordination of media events.
- Researches, develops, and disseminates media materials for senior spokespeople including media briefings, articles, talking points, frequently asked questions, news releases, and advisories
- Provides research, writing and special project support to Directors, Deputy Executive Directors, and the Executive Director. This may include an analysis of housing patterns, census information, area demographics, etc. Edits and designs Executive presentations.
- Oversees the production of internal and external materials and publications, including annual reports, newsletters, fact sheets, brochures, and digital media.

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- Manages brand strategies and analysis for all SCCHA needs including facilitating the creation of colors, logos and signage on property design and all marketing materials for individual properties to ensure brand continuity; provides expertise on special projects including special events, staff events, awards, general business signage, designing and producing a wide variety and high volume of cross-platform elements and materials.
- Manages vendors and works closely with consultants, assisting with marketing materials and collateral information as needed; collaborates with content writers and graphic artists to enhance the visual delivery of content and brand analysis.
- Provides expertise on management of special projects including special events, staff events, awards, general business signage, scholarship programs, designing and producing a wide variety and high volume of cross-platform elements and materials.
- Manages timelines and tracks deadlines related to real estate development projects from a communications perspective, including signage, color selection, logo development and drone footage.
- Interprets, applies, and explains federal, state, and local laws and regulations, and policies, procedures, and practices of assigned position.
- Evaluates, recommends, and develops improvements in operations, procedures, policies, or methods.
- Prepares and presents clear and concise reports, correspondence, policies, procedures, and other written materials. Researches, analyzes, and evaluates new service delivery methods, procedures, and techniques.
- Effectively represents the Department and the Agency in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Establishes and maintains a variety of filing, record-keeping, and tracking systems.
- Organizes and prioritizes a variety of projects and multiple tasks in an effective and timely manner; organizes own work, sets priorities for self and others, and meets critical timelines/deadlines.
- Uses tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establishes, maintains, and fosters positive and effective working relationships with those contacted in the course of work.

## QUALIFICATIONS

### Education and/or Experience

*Any equivalent combination of education and experience likely to provide the required core competencies may be considered. A typical combination that is qualifying may include:*

A bachelor's degree from an accredited four-year college or university in public relations, marketing, communications or related field and four (4) years of experience in communications, marketing, brand management, content writing and/or event planning.

Possession of a valid California Driver's License and satisfactory driving record at the time of appointment is required as a condition of initial and continued employment only if the operation of a vehicle, rather than the employee's ability to get to/from various work locations in a timely manner, is necessary to perform the essential functions of the position.

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### Core Competencies

*This position requires the incumbent to exhibit the following behaviors, knowledge, skills and abilities:*

*Advancing Inclusivity and Leveraging Diversity:* Works to create a culture of inclusivity where individuals of diverse cultures, demographics, interpersonal styles, abilities, motivations or backgrounds are and feel valued for their unique perspective and talent; inspires and makes the most effective use of the capabilities, insights and ideas of all individuals.

*Commitment:* Sets high standards of performance; pursues aggressive goals and works hard/smart to achieve them; strives for results and success; conveys a sense of urgency and brings issues to closure; persists despite obstacles and opposition.

*Customer/Client Service:* Meets/exceeds the expectations and requirements of internal and external customers and clients; identifies, understands, monitors, and measures the needs of both internal and external customers and clients; talks and acts with customers and clients in mind. Values and recognizes work colleagues as customers.

*Effective Communication:* Ensures important information is clear, concise and organized to be passed to those who need to know verbally or in writing. Demonstrates attention to, and conveys understanding of, the comments and questions of others. Actively listens and understands the audience to adapt messages appropriately. Applies knowledge of methods and techniques for the development of effective presentations, business correspondence, and information distribution based on audience needs.

*Initiative:* Proactively seeks solutions to resolve unexpected challenges. Actively assists others without formal/informal direction. Possesses the capacity to learn and actively seeks developmental feedback. Applies feedback for continued growth by mastering concepts needed to perform work.

*Integrity:* Exhibits honesty with oneself, coworkers, and customers. Stands up for what is fair, honest, ethical, and morally right even, in the face of opposition.

*Job Knowledge and Skill:* Exhibits requisite knowledge, skills, and abilities to perform the position effectively including internet/intranet usage best practices, Search Engine Optimization (SEO), public relations best practices, content management, web-based survey solutions and policies, procedures, goals, objectives, operational entities, requirements, and activities as they apply to the assigned position. Uses appropriate judgment & decision making in accordance with level of responsibility; and researches and reports on various topics using a broad range of methods, techniques, and procedures.

*Responsiveness and Accountability:* Demonstrates a high level of conscientiousness; holds oneself personally responsible for one's own work; does fair share of work.

*Teamwork:* Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; supports everyone's efforts to succeed; establishes, maintains, and fosters positive and effective working relationships with those contacted in the course of work.

*Technical Skills:* Exhibits requisite knowledge, skills and ability to perform duties using computers and peripheral equipment, and software skills (e.g. MS Word, Excel, PowerPoint, and Outlook). Must have the ability to learn computer software programs as required by assigned tasks.

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**Work Environment/Physical Demands**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; however, this class may be performed in an environment with exposure to various odors/fragrances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Agency and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, virtually and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

**Read and Acknowledged**

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**Employee Signature** **Date**

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**Employee Name [printed]**