



Job Announcement: Digital Communications Associate

Housing California (CA) is the voice in the state Capitol for children, seniors, families, people experiencing homelessness, and everyone who needs a safe and affordable home in a vibrant, inclusive, and prosperous community. Since 1988, Housing CA has been working to end homelessness and ensure that everyone in California has a stable home.

Housing CA advances our mission using three main strategic directions: 1) Advancing pinpoint advocacy, 2) Building power through multisector coalitions and networks, and 3) Changing the dominant affordable housing and homelessness narrative.

Housing California seeks a Digital Communications Associate passionate about justice in affordable housing and homelessness with demonstrated experience in digital engagement tools (ideally Salsa Engage) for advocacy and events, social media communications for advocacy and campaigns, and website creation and management. The Digital Communications Associate will be responsible for managing the organization's digital communications program; working collaboratively with the Housing CA policy, events, and community organizing teams to support and magnify our communications and outreach impact; and helping create and deliver critical education, persuasion, and engagement content that advances Housing CA priorities.

The Digital Communications Associate should have demonstrated expertise in writing, editing, and clean and effective design, specifically for email engagement, educational materials, websites, and social media. The Associate should understand the science of storytelling, have experience building capacity of others in messaging, and have the ability to shape messages that will persuade lawmakers, mobilize supporters, and engage our members and partners in affordable housing and homelessness advocacy.

SUMMARY

The Digital Communications Associate will support the advancement of Housing CA's vision by effectively implementing digital communication strategies across the organization's advocacy, organizing, communications, and events programming. More specifically, the Digital Communications Associate will:

1. Develop, manage, implement, and evaluate Housing CA's digital communications program, including email systems, event registration systems, social media, website, and online advocacy campaigns and tools.
2. Provide member/partner outreach and support to facilitate successful communications across our membership, including developing social media kits, providing support for

stakeholder committees and other collaborative efforts, and managing administrative membership responsibilities.

3. Provide support for in-house publications, drafting content, and other communications tasks, including assisting in the creation of fact sheets, infographics, and presentations on housing needs and solutions for a variety of audiences.

DUTIES AND RESPONSIBILITIES

Digital Communications

- Provide management, oversight, and upkeep of Salsa Engage and CRM, including developing policies and procedures for the database to support contact database management, events management, membership, email communication, advocacy efforts, etc.
- Support and help develop strategic implementation of Political Data, Inc. (PDI) for legislative and electoral advocacy.
- Create and disseminate email programs in collaboration with staff (Capitol Reporter, Residents United Network newsletter, Action Alerts, Conference/Event emails, other advocacy tools) and other timely electronic communications about housing and homelessness to keep Housing California and RUN membership, and other allies, apprised of and engaged in our work.
- Manage Housing California's social media accounts to develop contacts, disseminate information, and encourage advocacy.
- Draft content for and maintain Housing California's website, including assisting with implementation of new website.
- Evaluate and report on digital programs' success and provide and implement recommendations for improvements.

Membership Management, Cultivation, and Outreach

- Identify prospective members and work with staff to develop targeted email membership appeals.
- Conduct membership outreach and cultivation.
- Maintain record of donors and members.
- Process new and renewal memberships.

Additional Communications and Organizational Support

- Provide support for publications and drafting content, including but not limited to the Annual Conference program and mobile app, in-house publications, marketing/fundraising materials.
- Assist in creation of fact sheets, infographics, and presentations on housing needs and solutions for a variety of audiences.
- Participate in the selection and creation of workshops for the Annual Conference and take part in other conference-related activities.
- Assist the Executive Director and staff members in fundraising for the organization.
- Provide general support and strategic input to Housing CA staff on issues that further the objectives of the organization.

QUALIFICATIONS

Required

- 2+ years' experience in communications, marketing, or public relations, preferably in the public policy arena.
- Ability to approach communications strategically and translate complicated ideas into easy-to-understand language.
- Experience managing organizational social media channels (Facebook, Twitter, and LinkedIn).
- Experience working with website hosting platforms.
- Experience utilizing online advocacy tools, such as action alerts, petitions, sign-on letters, etc.
- Demonstrated ability to work independently as well as collaboratively.
- CRM and database experience.
- Experience with large-scale event registration systems.
- Excellent verbal and written communication skills.
- Extremely organized, with an ability to multitask, be flexible, and prioritize different ongoing projects.
- Ability to work in collaboration with staff, board members, community allies, and people with diverse backgrounds, beliefs, and political views.
- Commitment to racial, economic, and social justice.
- Ability and willingness to travel periodically and attend occasional evening obligations.

Desired

- BA/BS or higher in Communications, Marketing, Computer Science, Database Administration, or related fields.
- Design skills, including photo editing and infographic design.
- Experience in advocacy organizations and/or political campaigns.
- Experience in Salsa Engage and PDI.
- Exposure to California affordable housing and/or homelessness policy.

SALARY AND BENEFITS

Competitive salary, commensurate with skills and experience. Benefits package includes fully paid medical, dental, vision, long-term disability and group life coverage for the employee; commute reimbursement; retirement plan with employer contribution; and generous vacation, sick leave, and holidays.

This is a full time, non-exempt position located in Sacramento, and reports to the Communications Manager.

TO APPLY

Applicants should submit a cover letter, resume, and three samples of work that demonstrate

the required qualifications (e.g., published writing samples, website links, or email alerts) with the subject line: “Digital Communications Associate Job Application” to: staff@housingca.org. Deadline to apply is Wednesday, April 24, 2019. The interview process will include two rounds of interviews, with a required start date of early June.

Housing CA is an equal opportunity employer. We strongly encourage women, people of color, LGBTQ persons, people with disabilities, and all qualified persons to apply for this position.

Additional information on Housing CA is available at
www.housingca.org

