

Housing Authority of the City of Austin

Established in 1937

JOB NOTICE

DATE POSTED: August 8, 2013 POSITION: Communications Manager/Public Information Officer

SALARY: \$60,000 to \$80,000 JOB #: 35-13

Depending on Experience

DEADLINE FOR APPLICATIONS:

August 23, 2013

Primary Functions: The Housing Authority of the City of Austin is seeking a creative, dynamic and results oriented Communications Manager/PIO. This position works closely with the CEO and executive staff and is responsible for developing and implementing all phases of the agency's marketing and public awareness efforts. Responsible for developing a marketing and communications plan that proactively communicates agency achievements and successes to internal and external stakeholders. Evaluates the effectiveness of marketing and communication plans and activities, including tracking and measuring performance. Responsible for the development and distribution of press relations to ensure for positive media messaging, preparation of creative visual and written materials, and the scheduling, coordination and facilitation of high profile public events and meetings Researches, writes and produces internal and external publications and materials, including monthly newsletters, annual reports and all other marketing material for external and internal communications. Researches and develops the messaging, branding and taglines for high profile HACA initiatives, to include logo development, website design, and related materials. Researches and develops marketing material for the purpose of attracting potential underwriters, sponsors and donors to support agency fundraising efforts. Researches, writes and disseminates media materials such as news releases and advisories. Serves as the point of contact for all media inquiries. Screens, refers and accommodates routine internal and external requests. Researches, writes and develops articles; prepares and/or edits publications and presentations; and creates informational materials in accordance with HACA vision, values and central themes. Coordinates, manages and implements special events, such as grand openings and groundbreaking ceremonies and assists the Senior Director of Operations as needed with special events. Manages website and social media to ensure that new and consistent information is posted regularly. Creates a social media plan and policy, with guidance from HACA's Executive Team, to positively influence HACA's visibility. Works collaboratively with a variety of stakeholders including board members, residents and staff to develop marketing and communications material. Demonstrates strong verbal, written, presentation, team leadership and interpersonal communication skills. Prepares monthly content analysis for dissemination to the HACA Board. Other duties as assigned.

Qualifications: The successful candidate must be a self starter, will require strong technical know-how, have a proven media and public relations track record, an attention to detail and is someone who gets the job done. Graduation from a recognized college or university with a bachelor's degree in journalism, communications, public relations, or an equivalent combination of training and experience of at least five years. A minimum of three years of experience in public relations. Professional editing and print communications experience is required. Impeccable skills in written and oral communications on complex issues, specifically to write clearly and concisely for text publications to include extensive knowledge of A/P style of journalism and press release formats. Computer literate and experienced in graphic designing to include Microsoft applications and desktop publishing software i.e. Microsoft In Design, Quark Express, Microsoft Publisher and other publication programs. Considerable experience with Internet applications to include the creation of html documents and the modification of website content through Dreamweaver. Good working knowledge of the operations, policies and procedures of the Housing Authority of the City of Austin and its nonprofit subsidiaries. Good skills in photographing events under a variety of conditions; skills in producing video programs and public service announcements. Skills in producing "camera ready" documents for professional publication. Ability to administratively plan, prioritize and organize a large volume of work in a timely and efficient manner; ability to manage multiple projects from inception to completion. Ability to work effectively with local media, other employees and professionals, elected officials and the general public. Maintain a positive work environment by creating job motivation, remaining enthusiastic about taking on the challenges, demonstrating an "I care" attitude, approaching others in a pleasant, happy and upbeat manner, and always finding the positive aspect of a negative situation; ability to resolve conflict in positive ways. Dependable and meets commitments working additional hours when necessary to ensure completion of the job. Available and presentable for work on a consistent and timely basis. Must be resourceful, responsive and sensitive to all customers of the agency. Must be able to speak before small to large audiences, and have the ability to manage and facilitate community meetings and discussions. Bondability. Valid Texas driver's license to include Class C. Eligibility for coverage under the Agency fleet auto insurance.

Physical Demands/Work Environment: The employee's work is principally sedentary, but may involve some physical exertion, such as kneeling and crouching, or lifting to obtain files and records, and eye strain from working with office equipment. Employee must be able to operate a personal computer with desk top publishing and graphic software; and 35mm and digital cameras. Work involves the normal risks and discomforts associated with an office environment, but is usually in an area that is adequately heated, lighted, and ventilated. Must be able to work outside of normal business hours to attend/cover special events when necessary.

APPLICATIONS FOR EMPLOYMENT: Resumes not accepted without a completed and signed application. Applications are available at the Housing Authority of the City of Austin, 1124 S. IH 35, Austin, TX 78704 or at www.hacanet.org. HACA is a drug-free workplace. Any offer of employment will be contingent upon receipt of a satisfactory DPS Criminal History Report & drug screen. EQUAL OPPORTUNITY EMPLOYER

"We, the Housing Authority of the City of Austin dedicate ourselves to creating and sustaining healthy communities that promote individual responsibility, economic growth, human dignity and hope for the future"