JOB DESCRIPTION

Title: Vice President of Communications and Fund Development
Reports to: President
Classification: Exempt
Supervises: Up to 3
Department: Communications & Fund Development

Primary Purpose of The Housing Partnership Job: The Vice President of Communications and Fund Development is responsible for building and maintaining The Housing Partnership brand and public image as well as oversight of the fund development function.

This position supervises and facilitates the work of The Housing Partnership’s marketing communication and fund development team and works with various departments to promote the organization and cultivate community support. The position demands a full understanding of the scope of the organization and the ability to communicate its mission and value to a wide range of audiences in a variety of settings. The Vice President of Communications and Fund Development is responsible for brand identity and ensuring the brand is well known and there is an overall positive image of the organization by the general public as well as partners in the housing space. The position directs and provides oversight to third-party marketing and fund development consultants. The position reports to the President and routinely interacts with the executive management team and Board of Directors.

Duties:

1. Manage all communications programs including external marketing, an annual report, a quarterly newsletter and other marketing collateral.
2. Manage public information and community relations.
3. Oversees employee communications including a quarterly internal newsletter.
4. Manage event planning, including groundbreakings, grand openings, galas, conferences, symposia etc. with the help of internal staff and third-party contractors.
5. Manage news media relations; serve as The Housing Partnership’s first point of contact; respond to inquiries; serve as organizational spokesperson when needed.
6. Engage third-party public relations and marketing resources, as necessary.
7. Oversee interaction with external audiences and coordinate activities across departments and with other organizations, including the City of Charlotte.
8. Respond to crises with media and understand the sensitive nature of affordable housing management and customers.
9. Serve as staff liaison to The Housing Partnership Board Communications and Fund Development Committee; ensure all reports pertaining to PR and fund development activities are prepared and submitted in a timely manner; utilize Board Members to assist in fund development and events in appropriate and productive ways.
10. Represent The Housing Partnership to the philanthropic and civic community; act as enthusiastic advocate and educator about the value of equitable housing and sustainable development.
11. Supervise direct reports include a Development Associate/Grant Writer and others as needed or assigned; support an open and healthy culture of teamwork, continuous improvement and mutual respect.
12. Participate in strategic planning; complete and execute an annual workplan and budget.
Required Knowledge & Experience

- Minimum seven (7) years of marketing, public relations and communications experience.
- Bachelor’s degree in communications, marketing, journalism and/or experience in a community development or housing related field.
- Superb interpersonal communication skills and the ability to motivate, influence, build and maintain productive relationships with a wide range of stakeholders.
- Proven experience with media relations, communications strategies, and the ability to capitalize on technology, including familiarity with social media tools.
- Ability to think strategically.
- Experienced writer able to translate ideas and data into compelling stories that demonstrate the impact of our mission.
- Proven ability to manage creative production; evaluate concepts, graphic design and copy; and provide constructive feedback to third-party consultants.
- Personal integrity; strong work ethic; problem-solving attitude; and excellent judgment.
- Ability to act independently to identify and analyze problems and recommend solutions.
- Excellent leadership skills; ability to maintain a collaborative work environment that fosters a passionate commitment to organization’s mission and purpose.
- Strong organizational abilities, including planning, delegating, project management, and task facilitation, budget management, and the ability to lead and mentor staff.

Working Conditions: Office and occasional work in inner city neighborhoods. Required to be on call for media requests and provide advice to The Housing Partnership President

Safety Hazards: Protective equipment and/or apparel must be worn on construction sites

This job description does not list all The Housing Partnership job duties and you may be assigned other tasks. Management has the right to revise this job description at any time. The Housing Partnership job description is not a contract for employment, and you or the employer may terminate employment at any time, for any reason.