

OPEN RECRUITMENT

Job Announcement

March 10, 2020



Position Title: Communication Manager

Department: Executive

Classifications: Exempt

SUMMARY:

Under the general direction of the President the Communications Manager is responsible for the planning, development and implementation of all of the Fort Worth Housing Solution's (FWHS) communications, and public relations activities both external and internal. This position will advise on engagement with key political, business and media stakeholders, and effectively promote the public policy, programs and development efforts of the FWHS priorities and objectives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties and/or skills required. Other duties may be assigned.

- Support the President and senior management team in developing the proactive communications with, local, state and federal government departments, media and other key stakeholders.
- Develop short- and long-term plans and budgets for the communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Create, implement and measure the success of a comprehensive communications and public relations program that will enhance the Fort Worth Housing Solution's image and facilitate internal and external communications.
- Create, implement and measure the success of all the FWHS communications and public relations activities and materials including publications, media relations, and so forth.
- Ensure the articulation of the FWHS desired image and position, and assure its consistent communication throughout the Authority and to the public.
- Responsible for editorial direction, design, production and distribution of all FWHS publications.
- Media management that includes analyzing existing or potential news situations, assessing implications, and developing public statement responses to meet the news and information needs of internal and external audiences.
- Provide strategic guidance to agency managers and employees on communication matters.
- Coordinate community relations events to communicate the FWHS initiatives.
- Create and monitor social media presence for effectiveness.
- Assists IT in the monitoring of FWHS website content and make changes as required.
- Allocate resources to maximize efficiency and creativity in the building and maintenance of consistent branding across all platforms including print and electronic materials such as letterhead, use of logo, newsletters, etc.

BEHAVIORAL COMPETENCIES:

This position requires the incumbent to exhibit the following behavioral competencies:

Business Acumen: Understand agency/business core competencies, demonstrates knowledge of the organization and industry and aligns work with strategic goals.

Effective Communication: Ensures important information is passed to those who need to know; conveys necessary information clearly and effectively orally or in writing; demonstrates attention to, and conveys understanding of, the comments and questions of others; and listens effectively. Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; negotiates contract terms; and responds well to questions.

Written Communication: Writes clearly and informatively creating work that is generally error free; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; possess ability to simplify complex information.





Analytical: Simplifies diverse information; collects and researches data; exercises sound judgment and decision making; and uses intuition and experience to complement data.

Commitment: Sets high standards of performance; and works diligently to achieve goals; strives for results and success; conveys a sense of urgency when needed, and brings issues to closure; and persists despite of obstacles or opposition.

Customer Service: Strong interpersonal skills to include effective oral and written communication skills. Identifies, understands, monitors, and measures the needs of internal and external customers Recognizes working colleagues as customers' solicits and applies customer feedback (internal and external) and responds accordingly to the needs of customers.

Responsiveness and Accountability: Demonstrates a high level of conscientiousness; holds oneself personally responsible for one's own work; and complies with applicable job-related local, state, and federal regulations and FWHS policies and procedures.

Teamwork and Collaboration: Establishes and maintains cooperative working relationships and effective communication with FWHS employees, Board members, and residents; collaborates with peers and staff; meets professional obligations through efficient work habits such as: meeting deadlines and honoring schedules; and is cooperative in accepting assignments.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Competencies:

- Demonstrated skills, knowledge and experience in the design and execution of communications and public relations activities.
- Strong creative, strategic, analytical, organizational and personal skills.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Able to successfully oversee the design and production of print materials and publications.
- Thorough knowledge of the housing industry;
- Proven track record of building and maintaining industry contacts;
- Thorough knowledge of the workings of local, state and federal government;
- Exceptional written and verbal communication skills;
- Ability to work under pressure and to tight timescales;
- Proficient in use of standard office applications;
- Integrity and discretion;
- Good understanding of social media;
- Good working knowledge of the Texas Open Records Act and Freedom of Information Act;
- Experience working with Executive level staff and presiding Board members with diplomacy and professionalism;





EDUCATION AND/OR EXPERIENCE:

Bachelor’s Degree in Public Relations, Communications, or related field from an accredited college or university and five or more years’ progressive experience, or a combination of education and experience. Five or more years of public relations communications. Five or more years of experience in public housing or regulatory agency, or an equivalent combination of experience and education. International Association of Business Communicators, IABC, accreditations desirable.

Must possess a valid Texas Driver’s License and be eligible for coverage under the Authority’s fleet auto insurance.

TECHNICAL SKILLS:

To perform this job successfully, an individual should have above average abilities using computer Microsoft software such as MS Word, Outlook, and Excel and should be capable of using internet resources for research and developing reports. Possess a working knowledge of Adobe graphic design programs and have a solid understanding of the print production process. Ability to learn other computer software programs as required by assigned tasks.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, and walk. While the work is primarily sedentary, excessive walking, standing, bending, and carrying of items such as books, binders, files, and documents is required. The employee must occasionally lift and/or move up to 25 pounds.

The noise level in the work environment is usually quiet.

