



## Job Announcement Vice President of Communications

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### About the National Fair Housing Alliance:

The National Fair Housing Alliance (NFHA) has an immediate opening for a dynamic, results-oriented visionary to lead our communications work. NFHA leads the fair housing movement and is the nation's only national organization exclusively dedicated to eliminating all forms of housing discrimination and ensuring equitable housing opportunities for all people and communities. We have a diverse, experienced, mission-driven, and impactful team that has developed equity-based policies at the federal, state, and local levels to expand fair housing opportunities; brought precedent-setting litigation to eliminate some of the most heinous forms of housing discrimination; conducted groundbreaking research to promote equitable solutions; and invested millions of dollars in underserved communities. We have solid relationships, built on trust, with national, regional, and local organizations, and we effectively draw upon these connections to reach vital goals. We are game changers that millions of people rely upon to advance justice when it counts.

Where you live matters. It affects every aspect of your life and determines whether you have access to the options and opportunities we all need to thrive. Yet despite important existing federal laws, more than 4 million acts of housing discrimination occur in the U.S. each year, and housing inequality remains stubbornly entrenched. That is why—through its education and outreach, member services, public policy, and advocacy, housing and community development, tech equity, enforcement, and consulting and compliance programs—NFHA is dismantling longstanding barriers to equity, rooting out bias, and building diverse, inclusive, well-resourced communities.

To learn more about NFHA, please visit <https://nationalfairhousing.org/>.

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### Position Summary:

NFHA seeks a highly motivated, goal-oriented Vice President of Communications to lead, develop, and execute the organization's communications strategy and program. This position will report to the Executive Vice President and collaborate closely with other VPs and executive leadership to design and guide the strategy for all internal and external communications and marketing, and will refine, document, and track KPIs and other metrics that measure performance and impact. The VP will ensure NFHA's messaging and content advance the organization's goals and objectives and consistently articulate the organization's mission and impact. The VP will also ensure that NFHA effectively communicates with its various audiences and that the organization's brand is consistent, strong, and visible. The ideal candidate will be comfortable working independently and collaboratively within a growing, close-knit team and thrive in a fast-paced, deadline-driven environment.



***"Due to the current pandemic circumstances and our commitment to provide the highest care for our community, NFHA requires all new employees to be fully vaccinated against COVID-19 before being hired. Candidates should be prepared to submit proof of COVID-19 vaccination upon hire or discuss accommodations in line with COVID-19 safety protocols."***

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### **Duties & Responsibilities:**

- Lead and ensure implementation of NFHA's overall communications strategy in coordination with the leadership team.
- Develop and manage a robust and high-performing communications department to create internal capacity to accomplish organizational goals and elevate the work of NFHA.
- Oversee the day-to-day activities of the communications function, including budgeting, planning, reporting, and management.
- Develop and implement an integrated strategic communications plan to advance NFHA's brand identity, broaden awareness of its programs and priorities, and increase NFHA's visibility among various stakeholder audiences.
- Assess NFHA's communication needs across each department. Create and implement processes for anticipating, identifying, and effectively leveraging and responding to communication opportunities and needs. This includes developing and implementing effective communications and media strategies.
- Keep informed of developments, best practices, and trends in the fields of marketing, communications, and public relations to foster innovation.
- Track Key Performance Indicators (KPIs). Monitor, review, and report KPI results of NFHA's communications activities.
- Connect NFHA's leadership team to key audiences through traditional media sources, social media, and speaking engagements and provide support such as preparing talking points, speeches, presentations, and other supporting material.
- Actively engage, cultivate, and manage media relations, including coordinating interviews, press pitches, etc.
- Lead the implementation of a cadence of regular communications to engage NFHA members, stakeholders, and relevant constituents.
- Collaborate with the heads of NFHA's programs to understand calendars and identify communication needs, priorities, and opportunities. Develop and oversee project plans for execution, including program materials such as impact stories and announcements/press releases.
- Collaborate with the resource development department to develop annual strategic communications plans, which position the organization as a trusted community resource and vital partner to garner additional resource support (funding/donations) and partnership opportunities. Collaborate in launching campaigns and fundraising events, including producing campaign language (mail, email, website, etc.); social media campaign and content; event registration content (tickets, sponsorship packages, etc.); and event recognition materials.



Develop and edit high-quality written publications, digital, video, and presentation materials, including the organization's Annual Report, Impact Statements, and the annual Fair Housing Trends Report, media advisories and releases, op-eds, website content, blogs, organic and paid social media content, videos, quarterly newsletter, email communications, external presentations, and other collateral materials.

- Ensure 'NFHA's websites are high-quality and engaging.
- Oversee NFHA brand and logo usage in compliance with NFHA brand standards and manage the design and creative direction of brand guidelines and materials.
- Increase 'NFHA's social media presence across multiple emerging platforms and grow our audience.
  - Monitor and report online engagement analytics (web, email, social media, earned media).
  - Assess and drive strategy to increase engagement on 'NFHA's social media platforms.

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#### **Preferred Qualifications:**

- Bachelor's degree in a related field, such as journalism, public relations, communications, or professional equivalent. An advanced degree is preferred.
- 7+ years of relevant professional experience in communications, preferably in a nonprofit organization.
- Demonstrated experience in executing effective marketing programs.
- Strong leadership skills with a successful track record in building and managing marketing and/or communications teams.
- Demonstrated passion for supporting, developing, and mentoring staff.
- Ability to hold self and others accountable for results; operate with integrity; keep commitments; work ethically; and inspire an environment of trust, transparency, and collaboration.
- Significant experience with Microsoft Office, Meltwater, Salesforce, social media, and event management platforms.
- Exceptional written and verbal communication, presentation, and project management skills.
- Superior interpersonal skills to interact effectively with key internal and external stakeholders. Ability to influence laterally and vertically with internal stakeholders and with external partners.
- Proven results in developing and implementing marketing and communication strategic plans.
- Proven results in managing multiple social media platforms to engage diverse audiences.
- Demonstrated experience in managing and developing compelling websites.
- Successful track record in measuring KPIs and utilizing analytics technologies to track impact.



- Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
  - Excellent organizational and management skills to move projects from conception through completion.
  - Ability to collaborate well within a cross-functional team environment and with a diverse range of constituents, including policymakers.
  - Experience with digital marketing tools and techniques.
  - Experience with graphic design, video production, editing, and creating high-quality content.
  - Ability to represent NFHA professionally and authentically. High energy and passion for NFHA's mission are essential.
  - Commitment to contributing to a diverse, equitable, and inclusive work culture while advancing NFHA's mission.
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#### **Working Conditions:**

- Travel: 20% in compliance with proper COVID-19 protocols.
  - Physical/Sensory Demands: Fast-paced working environment. Extensive computer usage; comfortable maintaining professional and supervisory relationships over a long distance; extensive use of telephonic communications and video conferencing.
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#### **Application Process:**

Interested applicants should send a resume, salary requirements, writing sample, and cover letter to: **Attn: Personnel** via email at [personnel@nationalfairhousing.org](mailto:personnel@nationalfairhousing.org). No telephone calls, please. The position will remain open until filled.

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#### **Affirmative Action/Equal Opportunity Statement:**

NFHA supports affirmative action and is dedicated to promoting equal employment opportunities. NFHA does not discriminate on the basis of race, color, religion, national origin, ancestry, citizenship, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, disability, matriculation, political affiliation, or any other category or characteristic protected by the laws of the United States or the District of Columbia.

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