

Strategic Communications Manager
Full-time, Exempt
Currently Remote, Based in Oakland, CA
\$70,000-80,000 DOE

East Bay Housing Organizations (EBHO) is a member-driven organization that preserves, protects and creates affordable housing opportunities for low-income communities in the East Bay through education, advocacy, organizing and coalition building. This dynamic non-profit organization includes 400 organizations and community leaders advocating for affordable housing development and just policies at the local and regional level.

Job Summary

EBHO has developed a reputation as one of the most effective housing advocacy organizations in the Bay Area. We are seeking someone who cares about making a difference for the many people experiencing the East Bay's affordable housing and displacement crisis. The successful candidate will craft and advance our narrative of housing justice, amplifying our education and advocacy activities through various communications channels. They will support and be supported by our small and tight-knit staff team, as well as our dynamic and diverse network of members and partners. Being at EBHO means working with the best affordable housing experts and advocates in the Bay Area and an inspiring group of community-based organizations, mission-driven housing providers, grassroots advocates and resident leaders. Our team is diverse but united in our passion for social justice. We work hard while valuing balance, self-care, family and community.

The ideal candidate will have strong skills & experience in managing communications tools *and* understand how communications strategy is integral to campaigns and advocacy. While working in a supportive team, the Manager will be the main person designing and implementing messaging on all of EBHO's communications channels so will need to have both technical capacity and messaging fluency with e-blasts, website management, social media, traditional/earned media and print products.

The Strategic Communications Manager is a full-time, exempt employee reporting to the Membership and Operations Director.

Desired Qualifications:

- Two-five years relevant experience
- Excellent writing skills, especially in creating accessible and advocacy-focused persuasive copy
- -Experience in managing email and content management systems (Salsa, mailchimp, etc.), a website platform (Wordpress), and social media accounts for a project or organization
- Understanding or experience of housing inequity and policy interventions in the U.S., including racial and economic impacts of housing discrimination and inequity
- Understanding of East Bay community dynamics, history, political landscape
- Familiarity with nonprofit and advocacy work
- Demonstrated experience and skill working in and with racially & economically diverse populations
- Proven ability to lead and work independently to complete communications projects
- Skill in video editing and document design a strong plus

Duties and Responsibilities:

- Strategize with staff on advancing events and campaigns through targeted and thoughtful communications; lead on communications initiatives.
- Plan and implement EBHO's e-communications programs, working with other staff to gather content and creating and sending emails to members focused on campaigns, actions, membership engagement, and events.
- Manage EBHO's social media channels, posting and engaging on Facebook, Instagram, LinkedIn, YouTube and Twitter.
- Organize, gather and edit editorial, video, statistical and photo content for our Affordable Housing Study Room, an online resource with both evergreen and timely content.
- Review, maintain and create content on www.ebho.org. Work with a consultant on an revamp of our website.
- Develop strategic and tactical messaging and create case statements, in consultation with other staff.
- Respond to or route media inquiries and develop relationships with journalists, write press releases/media advisories, and pitch stories to reporters. Act as thought partner with the Executive Director and other team members on crafting media messaging and provide training and support to EBHO spokespersons. Track media coverage of EBHO and

local/regional housing issues; share key articles with staff and amplify EBHO's coverage through communications channels.

- Represent EBHO in communications-focused task forces and networks including the Shift the Bay narrative network and the Strategic Communications Council for housing communications professionals.
- Assist with creation and dissemination of other communications materials such as flyers or reports.
- Other communications tasks may include: creating Salsa forms on website that link with our database to track RSVPs for events, organizing and archiving photos, document design, video editing, etc. Some of these duties can be shared or supported by other staff, or occasionally outsourced to consultants/vendors, budget permitting.

Work Location and Safety Protocols: EBHO's staff are currently all primarily working remotely, with access to the office as needed. However, we anticipate returning to *part-time* in-person work at our transit-accessible and spacious downtown Oakland office in 2022 as public health guidance allows. Permanent employees must reside in the state of California. While much work can be performed remotely, we expect employees to live within reasonable commuting distance of Oakland to take part in on-site work and events as needed, and to be in touch with the geographic community we serve. EBHO follows all Alameda County public health guidance, currently requiring masking and social distancing in the office and at events. We require employees to provide proof of up-to-date COVID-19 vaccination, unless they can provide documentation for a medical exemption.

Compensation: EBHO is a small organization with a transparent salary structure; starting salary for this position is \$70,000-80,000 annually, dependent on experience.

EBHO offers a generous benefits and leave package including 14 paid holidays, 5 personal/floating days, sick leave, accrual of 2-4 weeks of vacation depending on tenure, opportunity to participate in 401(k) plan with employer match, and 100% of premium paid on employee basic dental and health care plans (we do not pay for dependent premiums).

To apply: Please send a PDF of your **resume** and a **thoughtful, tailored cover letter** to staff@ebho.org with the subject line "Strategic Communications Manager application." You are welcome to include your LinkedIn profile or other links, however, we do not review applications received only over social media without a cover letter.