



Alliance to House Everyone

Job Description | Final 11/2020

Job Title:	Director of Communications and Community Engagement	Job Category:	Communications
Department/Group:	Communications	Travel Required:	Travel, occasional
Location:	San Antonio, Texas	Position Type:	Full-Time, Non-Exempt
Supervisor:	Katie Vela, Executive Director	Date Posted:	
Will Train Applicant(s):	Expect Expert Director	Posting Expires:	
External Posting URL:	www.sarahomeless.org		
Internal Posting URL:	www.sarahomeless.org		
Applications Accepted By:			
EMAIL: Contactsarah@sarahomeless.org Resume and Cover Letter Required		MAIL: Attn: Katie Vela 4100 E. Piedras Dr. Suite 105 San Antonio, TX 78228	
ESSENTIAL FUNCTIONS			
Communications			
<ol style="list-style-type: none"> 1. Understand SARAH's mission and operation as it relates to homelessness prevention, systems, and data in the City of San Antonio and Bexar County 2. Craft and lead messaging to explain SARAH's data-driven programs and partnerships to prevent and end homelessness 3. Lead Communications and Community Engagement with strategy and execution 4. Oversight of SARAH brand, mission, and vision in external communications; trains staff to do the same 5. Oversee press relations and work with Executive Director as SARAH spokesperson about "homelessness and data"; build press relationships and secure SARAH's role in the community, state, and nationally 6. Lead and build a comprehensive communications strategy for SARAH, including website, social media, press, e-newsletters, etc. 7. Oversee publication schedule of external communications to align with agency priorities and direction from department directors 8. Collaborate with other departments on templates and messaging for partner and stakeholder communication and complex research and systems 9. Assist the Executive Director with Board of Director communication and updates 			

Development

1. Build a fundraising development strategy for individuals, foundations, and companies who care to impact and solve homelessness across San Antonio and Bexar County
2. Create strategies for undesignated and flexible funds for operations, marketing, and public campaigns
3. Prepare the non-technical elements of grants; staff will assist with the technical and research needs
4. Drive community fundraising for SARAH's community campaigns, securing donors and match funds when needs
5. Support SARAH's Executive Director as the "face of SARAH's fundraising" with connections, meetings, and follow up
6. Manage and grow the usefulness of the SARAH CRM system, setting protocols for all SARAH's staff to use this system for all stakeholder activity and grant tracking
7. Work and collaborate with Consultants and Agencies, handle deliverables and invoices for communication work

Community Campaigns

1. Lead community campaigns for SARAH including developing milestones, launches, event and ZOOM planning, press coordination, and the details of deliverables
2. Coordinate relevant outcome and reporting metrics for community campaigns for staff to deliver to HUD and other donors
3. Lead current SARAH community campaigns including Youth Homelessness Demonstration Program (YHDP) Marketing & Community Campaign, Point-in-Time Count, and Hunger and Homelessness Awareness Week
4. Help leadership identify and add to the SARAH community calendar to participate where important for homelessness in San Antonio and Bexar County

Leadership and Tactical Skills

1. Manage communications team
2. Ability to develop graphics, produce video, do web development in WordPress, take photography and activate social media campaigns with creativity and focus on the SARAH brand
3. Manage staff and help them communicate effectively
4. Teach and coach communications tactics to staff
5. Other duties as assigned by the Executive Director

QUALIFICATIONS AND EDUCATIONAL REQUIREMENTS

Experience:

- 5+ years' experience in communications in business or non-profit, marketing, graphic design, grant writing, development, or sales
- Supervisory experienced required
- Show portfolio of work – web, social, graphics, video and photography activation

Knowledge: Strong writing, project management, and interpersonal skills required including the ability to drive a communications strategy, manage multiple competing priorities, and communicate effectively to a variety of audiences.

Education: Ideally Master's degree or intent to pursue in communications, development, public administration, or social services.

Computer: Proficiency with standard Microsoft Office Suite, Adobe Creative Cloud applications, and design tools, etc.

Vehicle/Licenses: Must have daily use of a vehicle without prior notice. Must maintain current registration and current automobile liability insurance that is in compliance with Texas Law. Mileage reimbursement provided.

Attendance: Must maintain regular and acceptable attendance at such a level as is determined in the employer's sole discretion and maximize work-from-home standards during COVID

Physical Requirements: Physical requirements include occasional lifting/carrying of 5 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions. Working conditions are primarily inside an office environment or field environment. Must be available to work evenings & weekends at conferences and at training events, with advanced notice.

EXCEPTIONS TO THESE CRITERIA MUST BE APPROVED BY THE EXECUTIVE DIRECTOR.

PREFERRED SKILLS

Supervisory: Create a culture of individual motivation, foster diversity and inclusiveness, support staff development, provide employees with performance standards and expectations.

Communication: Ability to communicate clearly and effectively via oral or written means; Present a friendly and positive demeanor to service providers, staff, and the general public; Prepare and present to external audiences.

Relationship Management: Develop and maintain harmonious relationships with key stakeholders to ensure positive and productive program outcomes for clients and partner agencies.

Innovation: Competency in problem solving, critical and strategic thinking to develop creative solutions to complex problems. Ability and desire to investigate issues.

Decision-Making: Ability to set work priorities and to evaluate and create solutions to work-related problems. Decisions should be systemic and not individually based.

Planning/Organizing: Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.

Dependability: Demonstrate initiative in setting priorities, regularly completing work on schedule, and fulfilling commitments.

Composure: Ability to respond in a professional manner in all situations.

Creativity: Ability to handle marketing elements

ADDITIONAL NOTES

5. **Reports to:** Executive Director

6. **Disclaimer:** Nothing in the job description restricts management's right to assign or reassign duties and responsibilities to this job at any time, for any reason.

Reviewed By:	Katie Vela, Executive Director	Date:	
Approved By:	Katie Vela, Executive Director	Date:	
Last Updated By:	Katie Vela, Executive Director	Date:	

About South Alamo Regional Alliance for the Homeless (SARAH):

SARAH is a nonprofit that serves as the HUD Continuum of Care (CoC) Lead Agency that encompasses the San Antonio/Bexar County geographic region. The purpose of SARAH is to create integrated, community-wide strategies to prevent and end homelessness; provide coordination among the numerous regional organizations and initiatives that serve the homeless population, and create the region's single, comprehensive grant application to HUD for McKinney-Vento funding. SARAH's goal is for everyone to have a place to call home in San Antonio/Bexar County.