



**San Francisco Housing Development Corporation
Communications Associate
Position Announcement
February 1, 2021**

THE OPPORTUNITY

San Francisco Housing Development Corporation (SFHDC) – a 33-year-old housing and community development corporation based in the Bayview-Hunters Point area of San Francisco – seeks a **Communications Associate** to assist in expanding these key components of the organization’s activities and the fulfillment of its mission.

POSITION SUMMARY

The **Communications Associate** will be an active partner to the Director of Fund Development and Communications, the Chief Executive Officer (CEO) and/or other senior staff. The successful candidate will assist the organization in increasing financial support from foundations, individual donors and corporations, while enhancing the organization’s brand identity. This position will play a critical role in ensuring the organization attracts and retains a growing network of supporters by accurately and timely reporting of our successes, and telling our story to the world. This is a great opportunity for a passionate, creative communications specialist.

PRIMARY RESPONSIBILITIES:

Marketing, Branding and Communications

- Create or refine an integrated marketing and communications plan that will engage a variety of market segments, including seniors and low- to moderate-income families, within SFHDC's service area. Enhance the organization’s brand through a variety of media and communication strategies.
- Augment SFHDC’s online presence to better reach current, past and prospective clients, funders, community residents, business owners, elected officials, faith-based institutions, community organizations and other stakeholders.
- Continue to enhance SFHDC's website to better reflect its past achievements, current work programs and vision for the future.
- Produce and distribute a quarterly newsletter in print and/or electronically to SFHDC’s stakeholders. Compose and send other email news blasts on an ongoing basis as needed.

- Lead the production of an Annual Report for funders, community members, board and staff, and other stakeholders in order to present SFHDC's recent accomplishments, credit current supporters, and increase brand recognition of the organization.
- Develop and package written materials for face-to-face meetings, presentations and solicitation letters.
- Assist the Events Manager with planning and executing at least one large fundraising event annually. Outreach to potential event sponsors, lead the design and publication of event program and collateral materials. Assist with tracking of expenditures, donations, sponsorships, ticket sales, auction proceeds and other event revenue. Ensure that SFHDC acknowledges and sends letters of appreciation to all event donors, attendees and sponsors.

QUALIFICATIONS:

- Minimum of a Bachelors Degree with emphasis on marketing, communications, public administration, English, sociology, urban planning, architecture, design, business, fine art or other related field.
- Outstanding writing skills.
- Ability to translate the impacts of programs and services into meaningful and persuasive language.
- A successful track record in applying for grants and contracts.
- Technological savvy, with experience utilizing software such as MS Word, Excel and PowerPoint; Salesforce; Adobe In-Design, Illustrator or Photoshop; WordPress; Constant Contact.
- A Creative mind and an artistic eye would be extremely helpful.
- Keen understanding of social media and how to maximize their reach.
- A successful track record in problem solving and sound decision-making.
- At least 2-3 years of overall professional experience with an organization doing similar work.
- Excellent communication and relationship building skills with an ability to work with a variety of internal and external stakeholders.
- Ability to wear several hats in a fast-paced environment, yet focus on the task on hand.
- Personal traits of honesty, integrity, credibility, commitment to quality, and dedication to the mission of SFHDC.

BENEFITS: Salary commensurate with experience; excellent benefits, including health insurance, life insurance, retirement plans, vacation time, sick leave and generous holiday schedules.

The San Francisco Housing Development Corporation is an equal opportunity employer/drug free workplace and is committed to the belief that each individual is entitled to equal employment opportunity.

If interested, please submit your **resume** and a **cover letter** explaining why you are qualified for the position to: hr@sfhdc.org. Applications are due by COB on **Friday, February 26, 2021**.

Please no telephone calls, personal emails, or unannounced visits.