

COMMUNICATIONS AND ENGAGEMENT ANALYST

DEFINITION/PURPOSE:

Provide technical and analytical support in the development and implementation of internal and external communications, marketing, branding, public and internal engagement strategies that expand participation in and understanding of agency programs and events, increase frequency and depth of engagement with internal and external stakeholders, and enhance the perception, reputation, and image of the Housing Authority and related affiliated entities. Coordinate communications activities including content development, website and social media management, media relations support, public outreach, and event planning. Independently perform varied and analytical work; prepare detailed reports and recommendations; and provide agency information to internal staff, partners, stakeholders, and the public.

DISTINGUISHING CHARACTERISTICS:

This classification is distinguished from higher level communications classifications based on the level of independent responsibility for developing strategy related to communication and engagement, experience in representing the agency with key external stakeholders, as well as supervision and coordination of outreach and engagement activities, and supporting brand management initiatives while exercising sound judgement and operating within established policies and procedures.

SUPERVISION RECEIVED AND EXERCISED:

Under direct and general supervision of the Executive Director, or designee. This classification has no supervisory responsibilities; however, it may provide lead direction to client services and other support staff on a project specific basis.

ESSENTIAL JOB FUNCTIONS:

- Coordinate planning, writing, and editing of content for internal and external communications; ensure consistency of messaging across platforms.
- Serve as initial point of contact for communications inquiries and coordinate with leadership to ensure consistent presentations and messaging.
- Manage, maintain, and update the agency website and social media platforms; analyze metrics and recommend strategies to increase engagement and accessibility.
- Assist with development and implementation of marketing and brand strategies to ensure continuity across materials, signage, and digital platforms.
- Draft press releases, presentation slide decks, talking points, reports, articles, flyers and brochures, procedures, forms, frequently asked questions and other similar material; assist in media relations and responses to inquiries.
- Plan, publicize, and coordinate logistics for internal and external events, including community outreach activities and stakeholder meetings coordinating with other staff including client services and leasing specialists
- Oversee production of publications and materials including annual reports, newsletters, brochures, fact sheets, and digital media.
- Research, analyze, and prepare reports related to housing trends, demographics, and community engagement initiatives.
- Design and implement tracking systems, calendars, timelines and work plans for client services programs, agency events, and communications and engagement projects and activities.
- Evaluate and recommend improvements to communication and engagement processes, policies, and outreach strategies.
- Prepare written and verbal presentations for the Board of Commissioners and/or other external entities as requested by the Executive director.
- Ensure agency communications, outreach materials, and modes of engagement effectively reach all stakeholders to achieve equitable access to agency programs and services.
- Maintain accurate records, files, and communication archives.
- Interpret and apply applicable federal, state, and local regulations as related to public communications and housing programs.
- Recommend, coordinate, and monitor employee engagement initiatives; develop and maintain tracking systems to measure participation, outcomes, and program effectiveness; and prepare reports on engagement activities.

OTHER JOB FUNCTIONS:

- Represent the Agency at outside meetings and community events.
- Provide support to executive staff on special projects.

- Participate in staff training and professional development.
- Perform related duties as assigned.

REQUIREMENTS TO PERFORM ESSENTIAL JOB FUNCTIONS:

Knowledge of:

Principles and practices of public communications, graphic design, marketing, branding, and community engagement. Public relations best practices, content management systems, social media platforms, and website analytics. Research and analytical methods. Principles of public administration. Federal and State housing program elements. General office procedures and operation of standard office equipment and software.

Ability to:

Write and design clear, concise, professional, attractive, and effective communication materials. Analyze data and metrics to evaluate outreach effectiveness. Organize and prioritize multiple projects and deadlines. Establish and maintain effective working relationships with staff, partners, media representatives, and the public. Exercise independent judgment within established guidelines. Communicate effectively in English in written and oral expression. Maintain confidentiality and exercise discretion.

Licenses and Certificates:

Possession of, or ability to immediately obtain and retain, a valid California Driver License.

Physical Requirements/Work Environment:

Sit for extended periods in an indoor office environment. Operate computer and standard office equipment. Possess mobility to attend meetings and events. Lift and carry materials up to 25 pounds.

Employee may be required to use a personal vehicle, reimbursed at the agency-authorized rate, in the performance of duties. Must provide proof of valid driver's license and automobile insurance coverage as required by agency policy.

Provide proof of eligibility to work in the U.S.

Be bondable.

EXPERIENCE AND EDUCATION GUIDELINES:

Any combination of experience and education that provides the required knowledge and abilities could be qualifying, as determined by the Authority. A typical way to obtain the knowledge and acquire the abilities would be:

- Experience – Four years of professional experience in communications, marketing, public relations, brand management, content development, event planning, or related field.
- Education – A Bachelor's Degree from an accredited college or university with major course work in communications, public relations, marketing, journalism, public administration, or a related field.

The Housing Authority of the County of Santa Cruz is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Authority will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.