

SENIOR COMMUNICATIONS AND ENGAGEMENT ANALYST**DEFINITION/PURPOSE:**

Lead 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. Independently plan, develop, implement and evaluate communications initiatives using data-driven and population specific strategies. Lead and recommend 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. Serve as a senior level communications advisor to executive leadership.

DISTINGUISHING CHARACTERISTICS:

This is the advanced-level professional classification in the communications series. Incumbents are responsible for development and implementation of agency-wide communications and engagement strategies and initiatives. This classification exercises a high degree of independent judgment and strategic planning. It is distinguished from the Communications and Engagement Analyst by its responsibility for strategic leadership, advanced data analysis to develop geographically and population-targeted outreach strategies, external representation of the agency at a senior level, and subject matter expertise in regulatory compliance related to fair housing and accessibility in communications and outreach.

SUPERVISION RECEIVED AND EXERCISED:

Under direct and general supervision of the Executive Director, or designee. May provide lead direction, training, and functional oversight to communications staff, consultants, or project teams both internal and external.

ESSENTIAL JOB FUNCTIONS:

- Develop and implement comprehensive internal and external communications and engagement strategies aligned with agency priorities and strategic goals.
- Develop and oversee planning, writing, editing, and graphic design of high-level communications materials; ensure consistent brand identity and messaging across all 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.
- Develop and implement 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 development of communications with media, community partners, advocacy organizations, and public agencies; prepare executive leadership for public presentations and media interactions.
- Lead management and strategic enhancement of the agency website, social media platforms, and digital presence; analyze performance data and implement improvements.
- 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.
- Use data, demographic analysis, geographic information, and engagement metrics to identify underserved populations and develop granular, targeted outreach strategies that are population- and location-specific.
- Design and implement tracking systems, calendars, timelines and work plans for client services programs, agency events, and communications and engagement projects and activities.
- Evaluate effectiveness of communications and engagement initiatives and prepare analytical reports with recommendations for continuous improvement.
- 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 relationships with key community stakeholders, partner agencies, advocacy groups, and public officials to strengthen collaboration and public trust.
- 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.
- Maintain accurate records, files, and communication archives.
- Perform related duties as assigned.

REQUIREMENTS TO PERFORM ESSENTIAL JOB FUNCTIONS:

Knowledge of:

Advanced 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:

Develop and implement strategic communications plans. Translate complex housing policy and program information into accessible and visually Represent the agency effectively with diverse stakeholders. Exercise a high level of independent judgment and discretion. Communicate effectively in English in written and oral expression.

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 progressively responsible professional experience in communications, marketing, public relations, brand management, public engagement, or related field, including experience developing and implementing strategic communications initiatives.
- 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.