Job Title: Director of Communications

FLSA Classification: Exempt

Reports to: VP of Strategic Planning & Public Affairs

Summary:
The Director of Communications will be responsible for the coordination of The Way Home’s communications and public policy strategies. Reporting to the Vice President of Strategic Planning & Public Affairs, the Director of Communications will work collaboratively with the Executive and Leadership Teams to develop and implement communication and public affairs strategies that broaden the impact of The Way Home’s programs and oversee system-wide messaging as well as supporting the Coalition.

Responsibilities:
- Collaborate with the Executive and Leadership Teams at the Coalition to develop communications and public affairs strategies that will broaden the impact of The Way Home Continuum of Care.
- Manage company brand and reputation by developing and refining The Way Home’s “core” messages to ensure consistency throughout the Coalition and among The Way Home’s leadership and partner agencies.
- Ensure public views the organization favorably by working with the Strategic Planning and Public Affairs Vice President and the CEO to implement the advocacy strategies established by The Way Home’s leadership and the Coalition Board.
- Create and launch press releases and marketing campaigns by identifying significant media and public policy issues that can be leveraged to support The Way Home’s work and create and implement plans to capitalize on them. This includes developing delivery and packaging plans for agency messages.
- Drive agency strategy and message development, pitch and announcement strategies.
- Manage media relations and maximize media opportunities.
- Develop strong relationships with media reps.
- Serve as editor and webmaster for The Way Home website and for the Continuum of Care-related pages of the Coalition’s website.
- Oversee organizational, leadership and partner responses to inquiries about The Way Home.
- Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
- Manage The Way Home’s social media channel(s).
- Create rich and creative content that is optimized for search engines.
- Work collaboratively with the Coalition’s development team on Coalition-specific messaging and supporting that team as needed with public relations and messaging.
- Responsible for media crisis management and preemptive planning but cultivating an environment of readiness and alertness.
- Identify challenges and emerging issues faced by the sector and organization. Work with the board and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Daily and Monthly Responsibilities:
To perform the job successfully, an individual should demonstrate the following competencies:
- Communication – strong written and verbal communications skills and the ability to convey information in a way that is confident, professional, and easy for others to stand whatever their information level regarding homelessness.
• **Collaborative Working** – the ability to establish strong partnerships with fellow professionals and outside agencies and promote inter-agency relationships with partner entities. Build strong channels of communication with outside agencies.

• **Decision Making** – the ability to prioritize your workload and deploy logical reasoning to assess the information you have and make the best decision in the current situation.

• **Creative Thinking** – the ability to develop innovative solutions and work with others to brainstorm original, mutually beneficial solutions.

**Skills and Qualifications:**

• 8+ years of relevant work experience
• Experience as a team leader/people/consultant manager
• A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment
• Ability to coach and support senior leaders as spokespeople
• Ability to work collaboratively across multiple teams both internally and externally
• Familiarity with relevant Houston stakeholders.