



Position Description

Position Title:	Senior Vice President of Communications	Department:	Communications
Reports to:	Chief Executive Officer	Employment Status:	Full-Time
FLSA Status:	Exempt	Date Created:	February 2020

Summary

Reporting to the Chief Executive Officer, and serving as an integral member of the Executive Leadership team, the Senior Vice President (SVP) of Communications will be responsible for the development of the Housing Authority of the City of Columbia's ("Columbia Housing") communication strategy and will contribute to Columbia Housing's organizational strategic planning process. The SVP of Communications will develop a world-class communications plan for Columbia Housing, directly managing communications activities that promote, enhance, and protect the organization's brand reputation. The SVP of Communications will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and reestablish community trust for the organization. The SVP of Communications will be responsible for Columbia Housing's varied and integrated communications products and services including: newsletters and other print publications; web, enews, and other online communications; media and public relations; and marketing.

Essential Duties and Responsibilities

The position duties and responsibilities listed below describe the general nature and scope of work. Other responsibilities, duties, and skills may be required and assigned, as needed.

- Conceives, implements, evaluates and refines strategic communications to support and advance Columbia Housing's goals and priorities.
- Serves as a liaison to the community to improve and enhance external relations and serves as a strategic advisor to the Chief Executive Officer with respect to communications, public relations, and marketing initiatives. Arranges and conducts programs to maintain contact between Columbia Housing and the public through speaking engagements, representing Columbia Housing at community projects, and attending relevant community functions.
- Stewards the public face of Columbia Housing, oversees constituent-based communications, and advises the Chief Executive Officer, senior officers and other members of Columbia Housing on communications strategic opportunities.
- Plans, develops, coordinates, and executes Columbia Housing's public relations policy, communications, and special projects activities.
- Initiates the establishment of an integrated communications plan. Ensures that communications and public relations efforts are cohesive, consistent, and effective in supporting Columbia Housing's overall mission and strategic goals.
- Develops and manages budgets that support public relations and communications activities and assigned special projects.
- Facilitates the formation of partnerships with municipalities, community organizations, business groups, non-profits, civic/service organizations, and other local, state, and federal agencies



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collaboratively as part of the Executive Office. Directs the department's community partnership activities.

- Supports department leaders in their efforts to translate and communicate accomplishments to external audiences.
- Seeks opportunities to enhance the image and visibility of Columbia Housing in the community, building and maintaining positive relationships with the public in support of Columbia Housing's goals and policies.
- Performs public relations activities to promote awareness and understanding of Columbia Housing's policies, programs, procedures, and other matters. Executes departmental projects to help Columbia Housing meet its communications goals.
- Assists senior staff in developing policy analyses, initiatives, and position papers. May advocate on behalf of Columbia Housing before legislative representatives, local officials, state agencies, federal departments, and trade associations.
- Responsible for crisis communications strategies to address misunderstandings, problems, or conflict that may develop.
- Initiate, develop and maintain positive relationships with key local, regional, and national media outlets as well as trade publications of professional journals for the purpose of disseminating information.
- Oversees writing, editing, and production of new and existing communications vehicles. Responsible for strategic communications, branding, and media relations as well as all print and multimedia communications for Columbia Housing and its subsidiary entities.
- Supports, assists, and works with other agencies and affiliated organizations in joint efforts which are mutually beneficial.
- Manages the design, development, and execution of all Columbia Housing's communications programs, including audio-visual productions, advertising, photographic services, speeches, graphic arts, and publications to enhance Columbia Housing's image in the community and ensure effective dissemination of information in support of Columbia Housing's goals.
- Maintains/updates Columbia Housing's website and social media sites.
- Effectively manages project consultants and vendors to ensure deliverables are met in a timely and cost-effective manner.
- Attends professional meetings, seminars, and conferences to keep abreast of new trends, activities, and concepts in public relations.
- Participates in community activities and functions relevant to Columbia Housing's objectives; maintains membership and actively participates and represents Columbia Housing to appropriate community activities, functions, and service organizations.
- Performs other duties as assigned.

Behavioral Competencies



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This position requires the incumbent to exhibit the following behavioral skills:

Leadership: Provides direction by clearly and effectively setting course of action for department and subordinates; manages performance by providing regular feedback and reinforcement to subordinates.

Job Knowledge: Exhibits requisite knowledge, skills, and abilities to perform the position effectively. Demonstrates knowledge of policies, procedures, goals, objectives, operational entities, requirements, and activities as they apply to the assigned organizational entity of Columbia Housing. Uses appropriate judgment & decision making in accordance with level of responsibility.

Commitment: Sets high standards of performance; pursues aggressive goals and works hard/smart to achieve them; strives for results and success; conveys a sense of urgency and brings issues to closure; persists despite obstacles and opposition.

Customer Service: Meets/exceeds the expectations and requirements of internal and external customers; identifies, understands, monitors and measures the needs of both internal and external customers; talks and acts with customers in mind. Recognizes work colleagues as customers.

Effective Communication: Ensures important information is passed to those who need to know; conveys necessary information clearly and effectively orally or in writing. Demonstrates attention to, and conveys understanding of, the comments and questions of others; listens effectively.

Initiative: Proactively seeks solutions to resolve unexpected challenges. Actively assists others without formal/informal direction. Possesses the capacity to learn and actively seeks developmental feedback. Applies feedback for continued growth by mastering concepts needed to perform work.

Responsiveness and Accountability: Demonstrates a high level of conscientiousness; holds oneself personally responsible for one's own work; does fair share of work.

Teamwork: Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; supports everyone's efforts to succeed.

Job Competencies

- A record of strong public relations and outreach skills.
- Knowledge of communication, media, and public relations strategies, procedures, and ethics.
- Knowledge of the practices of communication research and development/analysis.
- Knowledge of branding concepts and management.
- Knowledge of federal, state, and local laws and regulations related to media and public relations.
- Ability to make sound judgments and implement decisions.
- Skills in the preparation and presentation of ideas and information in formal and informal settings.
- Excellent organizational, planning, structuring, and implementation skills.
- Strong public relations acumen with an ability to engage in effective public speaking.
- Thorough knowledge of marketing objectives and strategies.
- Advanced verbal and written communication skills and the ability to present effectively to both small and large groups.



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- Ability to analyze complex problems, interpret operational needs, and develop integrated, creative solutions.
- Excellent interpersonal and public relations skills and the ability to communicate and work effectively within a diverse community.
- Ability to read and comprehend relatively complex material.
- Ability to establish and maintain effective working relationships with subordinates, co-workers, and persons outside Columbia Housing.
- Ability to prepare clear and concise narrative and statistical reports and deal effectively with situations requiring tact and diplomacy, yet firmness.
- Ability to operate appropriate Columbia Housing computer equipment and software packages.

Education and/or Experience

Bachelor's Degree in Communications, Public Relations, or related field and a minimum of five (5) years of progressively responsible experience in grant writing and public relations. Accreditation in Public Relations (APR) is preferred. An equivalent combination of education and experience may be considered.

Some positions may require possession of a valid driver's license and the ability to be insurable under Columbia Housing's automobile insurance plan at the standard rate.

Technical Skills

To perform this job successfully, the employee should have strong computer skills (e.g. MS Word, Excel, PowerPoint, and Outlook). Must have the ability to learn other computer software programs as required by assigned tasks.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To perform this job successfully, the employee is frequently required to remain in a stationary position. Daily movements include sitting; standing; reaching and grasping; operating computers and other office equipment; moving about the office; and attending onsite and offsite meetings. The employee must be able to exchange information in person, in writing, and via telephone. The employee must occasionally transport up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Office environment. The noise level in the work environment is moderate.



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Read and Acknowledged

Employee Signature

Date

Employee Name [printed]