



## **Sacramento Steps Forward Communications Manager Job Description**

<b>Job Title:</b>	Communications Manager
<b>Department:</b>	Administration
<b>Reports to:</b>	Chief Executive Officer
<b>FLSA Status:</b>	Non-Exempt, Full-Time
<b>Salary Range:</b>	Salary starting at \$75,000

### **ABOUT SACRAMENTO STEPS FORWARD:**

Sacramento Steps Forward (SSF) is a 501(c)(3) nonprofit organization committed to ending homelessness in our region through collaboration, innovation, and connecting people to services. Walking side-by-side with our partners, we seek to provide people experiencing homelessness with the support and services they need to find stability and long-term housing. SSF uses a collaborative, data-driven, outcomes-based approach to help ensure individuals and families experiencing homelessness have access to housing, employment, healthcare, education and other resources for economic stability and an improved quality of life.

### **POSITION SUMMARY:**

This position reports to the Chief Executive Officer and is responsible for the strategic communication of SSF activities and the Continuum of Care (CoC) efforts to end homelessness in the Sacramento region. The Communications Manager serves as a close partner to the management team, participating in meetings with community stakeholders, elected officials, local and state government staff. It will be this individual's responsibility to continuously manage the refinement and delivery of the organization's message and policy positions. In addition, this individual will coordinate the transfer of relevant external information back to internal teams to ensure transparency and collaboration towards a consistent corporate direction. In this role, there is strong emphasis on government, stakeholder, community, and media relations and will include providing support to the SSF Board, the CoC executive committee, and the CoC network of service providers.



## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

### **Communications**

- Develop outreach plan to actively engage and collaborate with government, community, and media partners;
- Develop and maintain communication strategy
- Manage SSF's messaging and policy standards;
- Support executive team in the development of presentation materials and the delivery of outward facing data and reports;
- Deliver information to internal teams to maintain transparency and enable collaboration;
- Implement social media plan to promote SSF and CoC efforts to end homelessness;
- Develop a strategy for communicating the Point-in-Time Count;
- Actively participate in SSF's strategic planning, mission and vision execution;
- Collaborate with SSF's Executive Team to identify organizational priorities, and communicate those priorities throughout the organization;
- Support fundraising efforts with consistent messaging and standardized policy language;
- Oversee and manage regular updates of SSF website;
- Provide direction, oversight, maintenance and development of content of all social media outlets;
- Maintain listservs.

### **Public Affairs**

- Serve as the first and main contact for all media requests, including the management and execution of press conferences;
- Participate in community events to increase SSF support within the Sacramento community;
- Manage the dissemination of information to external audiences;
- Manage the Big Day of Giving fundraising campaign;
- Create media releases and materials (talking points, agenda, etc.).

### **Other Responsibilities**

- Regular, predictable attendance is required;
- Close partner to management staff in stakeholder meetings and community events;
- Serve as main spokesperson for the organization;
- Ability to interact and collaborate seamlessly with all levels of the organization;
- Other duties as assigned.

**SUPERVISORY RESPONSIBILITY:**

This job has no supervisory responsibilities.

**KNOWLEDGE, SKILLS, ABILITIES:**

- Ability to engage with, listen to, and learn from a broad range of stakeholders.
- Ability to organize and summarize information in a clear and concise manner.
- Ability to provide leadership in a team setting, move members forward and build consensus.
- Skill in developing and implementing a communications and dissemination plan.
- Outstanding communication skills, both written and oral
- Strong interpersonal skills including relationship and trust building, communication and listening, and personal engagement
- High professional maturity, diplomatic style
- Experience working with senior executives and/or government officials
- Thrive in a fast-paced environment with an ability to juggle multiple priorities simultaneously
- Exceptional skills in prioritizing and project management, must be highly organized with superior attention to detail and accuracy, flexible work style
- High level of comfort in taking initiative and willingness to navigate new situations
- Very Proficient in Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Can focus efforts to efficiently achieve measurable and customer-driven results consistent with the organization's mission, goals, and objectives.
- Responsible and accountable for managing resources well, choosing to use influence to serve the long-term collective good of the public. Places public interests above self-interests and focuses on the larger purpose or mission of the organization.
- Can support, promote, and ensure alignment with the organization's vision and values. Creates a compelling future state of the unit or organization.

**MEASURES OF PERFORMANCE:**

The Communications Manager shall be considered to be performing in an acceptable manner when the following have been accomplished:

1. **Problem Solving** – Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.



2. **Forward Thinking** – Anticipates possible problems and develops contingency plans in advance; Notices trends in the industry or marketplace and develops plans to prepare for opportunities or problems; Anticipates the consequences of situations and information and plans accordingly; Anticipates how individuals and groups will react to a situation and information and plans accordingly.
3. **Project Management** – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
4. **Attention To Communication** – Ensures that others involved in a project or effort are kept informed about developments and plans; Ensures that important information from his/her management is shared with his/her employees and others, as appropriate; Shares ideas and information with others who might find them useful; Uses multiple channels or means to communicate important messages (e.g. memos, newsletters, meetings).
5. **Persuasive Communication** – Identifies and presents information or data that will have a strong effect on others; Selects language and examples tailored to the level and experience of the audience; Selects stories, analogies, or examples to illustrate a point; Creates graphics or presentations that display information clearly and with high impact.
6. **Leadership** – Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
7. **Influencing Others** – Involves others in a process of decision to ensure their support; Offers trade- offs or exchanges to gain commitment; Enlists experts or third parties to influence others; Develops other indirect strategies to influence others.
8. **Quality Management** – Looks for ways to improve and promote quality; Demonstrates accuracy and thoughtfulness.
9. **Ethics** – Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and in an ethical manner; Upholds organizational values.
10. **Organizational Support** – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

**QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The inability to cope with a stressful work environment does not constitute a protected disability.

**Education and experience:** Bachelor's degree (B. A.) from an accredited college or university; or two (2) to three (3) years related experience and/or training; or the equivalent combination of education and experience. Previous experience with project management and event coordination is strongly preferred.

**Language Skills:** Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of members or employees of an organization.

**Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to apply commonsense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Computer Skills:** To perform this job successfully, an individual should be proficient in Microsoft Office Applications such as Microsoft Word, Excel, and PowerPoint, and should possess typing skills of at least 60 wpm. Knowledge of basic office equipment to include copy and fax machines, postage meter, telephone, and voice mail. Must be proficient in major social media and communication platforms including Constant Contact, Facebook, and Twitter. Must be detail oriented and be able to manage time effectively.

**Certificates, Licenses, Registrations:** A current CA driver's license and proof of auto insurance is required.



**Physical and Emotional 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.

While performing the duties of this job, the employee is regularly required to sit, talk and hear. The employee is occasionally required to stand, walk, use hands to finger, handle, and feel; reach with hands and arms; climb, balance, stoop, kneel, crouch, and crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required for job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

- Workplace is a smoke and drug-free environment.
- Intermittent travel to off-site locations required.
- Position requires frequent and regular computer and phone use.
- This position requires attendance during regular business hours from 9:00 AM to 5:00 PM, Monday through Friday. Occasional night and weekend hours may be required.

**COMPENSATION:**

Salary is commensurate with experience. Starting salary \$75,000. Comprehensive benefits package (with some employee contributions) includes medical, dental, vision and disability insurance.