The Mission, Vision, and Values of Sacramento Steps Forward (SSF) is to end homelessness through leadership, convening partners, data-driven best practices, and improving system performance. Our vision is an equitable community where everyone has a safe place to call home. With focus on Equity, Transparency, Continuous Learning, Human-Centered, Community-Inspired Solutions.

SSF embraces technology to develop ongoing efficiencies. Currently the office is remote and is looking to be a hybrid operation in the future. This position will be required to report to the office periodically.

Evidence of COVID-19 vaccination will be required as a condition of employment and is mandatory for all SSF staff—full-time, part-time, and independent contractors. Vaccination documentation must be provided to SSF no later than the first day of employment. Vaccination information is completely confidential between the staff member and HR. Reasonable accommodations will be considered as needed.

**Position Summary:**
Reporting to the Chief Executive Officer, the Policy/Communications Director will have both internal and external responsibilities directly related to overseeing and administering a communications and policy strategy that supports a future where homelessness in Sacramento is rare overall, and brief when it occurs.

Day-to-day responsibilities include engaging with elected leaders, community partners, and the public; supporting the Sacramento Homeless Policy Council (composed of elected officials and policy staff from Sacramento County and the six cities within the county); and supporting external SSF communications to community partners and the public. This role also supports philanthropy around a shared approach to strengthening Sacramento's homeless response system.

The ideal candidate will be familiar with the work of SSF and have content knowledge related to housing and homelessness. They will understand and achieve measurable growth in the visible/vocal engagement of audiences, influencers, and champions that can increase engagement and understanding. The candidate should have experience successfully planning and executing comprehensive, multi-faceted communication plans targeting policymakers, network partners, opposition drivers and the public. Experience driving collective impact work with private, public, and corporate philanthropic initiatives is a plus.

**Essential Duties and Responsibilities:** include the following. Other duties may be assigned.

**Strategy**
- Advances a communications strategy that leverages digital, owned, and earned media to advance strategic goals.
- Implements a strategy that promotes understanding of 1) SSF’s role and impact, 2) the community’s aim in reducing and ending homelessness 3) homelessness as a systems problem 4) the solution and 5) progress in solving it.
- Continuously monitors and analyzes our audiences to generate deeper understanding, the earned and social media landscape, and opportunities to expand impact.
- Equip internal and external partners with learning, support, and tools to leverage communications as a strategy lane to reduce and end homelessness.

**Communications & Public Relations**
- Works with policy and programmatic leadership to develop and manage core messaging that supports strategic goals.
- Manages day-to-day execution of communications, including affirmative and responsive social and earned
Policy/Communications Director JOB POSTING

- Assembles, leads, and oversees a diversely skilled team of communication, marketing and design professionals. Recruit, interview, and hire staff as necessary.
- Projects a positive organizational image to external audiences.
- Prepares and manages all communications materials and assist in the creation of digital, video, web, audio and print content.
- Develops an organizational voice and maintain organizational consistency and integrity across all platforms.
- Manages media relations related to the related grant and movement.
- Develops contacts with media members, influencers and community leaders.
- Engages in public speaking, and effective communication with co-workers, constituents, and outside agencies.

Policy Leadership
- In partnership with policy colleagues, maps out key influencers and champions to engage in service of organizational goals.
- Serves as the primary point of contact and manage relationships with key media contacts, appointed officials, policy makers, and related governmental bodies and leaders.
- Identifies, tracks, and advises on introduced and proposed local policy decisions that affect housing and homelessness in the Sacramento region.
- Advocates for the organization’s position on pending decisions within the Sacramento Homeless Policy Council.
- Engages, develops, and executes a public policy agenda that supports the organization’s strategic goals.
- Works to actively elevate the work of and center the leadership of the organization.
- Attends conferences and other networking events relative to the organization's mission and public policy initiatives.

Other Responsibilities
- Directly supervises employees in the Communications & Policy department.
- Regular, predictable attendance is required.
- Ability to get along and work effectively with others.

Ideal candidates will possess the following knowledge, skills and abilities:
- Impeccable copywriting and copy-editing abilities.
- Strong strategic thinker with a passion for understanding data and using it for improvement.
- Impeccable attention to detail.
- Strong, organized multitasker.
- Zeal for continuous learning and improvement.
- A belief that homelessness can and must be solved.

Education and/or Experience:
Bachelor's degree (B.A.) or equivalent preferred; or five to ten years related experience and/or training; or equivalent combination of education and experience. Preferred Master's degree (M.A.) or equivalent in communications, marketing, public policy or another relevant field or equivalent combination of education and experience. Minimum 2 years supervisory responsibility.

Compensation and Benefits:
Compensation range DOE.
Full-time exempt position with benefits; health, dental, and vision, 401k, accrued time off and paid holidays.
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To Apply:
If you qualify, please submit your application, cover letter, and resume to jobs@sacstepsforward.org; once submitted we will be in contact with you. You will find the employment application HERE.

The position will be open until filled. Please do not contact Sacramento Steps Forward Directly. No phone calls or personal visits will be accommodated without an appointment. Staffing and recruiting agency please do not respond.

We strive for inclusivity, equity, and diversity by attracting extraordinary people from diverse backgrounds and lived experiences. We seek to employ an all-star team of people who vary by their race and ethnicity, gender identity, sexual orientation, nationality, age, culture, religion, veteran status, physical and mental abilities. We promote equal opportunity in the recruitment, selection, training, compensation, promotion, and benefits of all employees.

Sacramento Steps Forward is committed to the principles of being an equal opportunity employer. Sacramento Steps Forward organizational policies, practices, programs, activities, and decisions regarding employment are not based on a person’s race, color, sex, age, sexual orientation, gender identity, religion, national origin, disability, veteran status, parental status, housing status, or other protected status, in accordance with applicable law.

Sacramento Steps Forward is committed to the full inclusion of all qualified individuals. In keeping with our commitment, Sacramento Steps Forward will take the steps to assure that people with disabilities are provided reasonable accommodations. Accordingly, if reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and/or to receive all other benefits and privileges of employment, please contact jobs@sacstepsforward.org.