



# JOB ANNOUNCEMENT

Housing Authority of New Orleans

**POSITION TITLE:** Director, Communications & Intergovernmental Relations

**DEPARTMENT:** Communications

**DATE POSTED:** 2023

**CLOSING DATE:** Until Filled

**FLSA CLASS:** Exempt

**SALARY:** **Grade Letter C**  
\$99,400 – \$131,600 (Annually)

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## SUMMARY

The primary purpose of this position is to provide direction and leadership to the Communications Department and staff. The incumbent is responsible for representing the organization to the public and discovering public opportunities to highlight executive strategies; maintains public and employee awareness of organization issues by planning and directing external and internal information and programs; supports goals and objectives; responds to media inquiries and maintains relationships with media representatives and avoids legal challenges.

All activities must support the Housing Authority of New Orleans (“HANO”) mission, strategic goals, and objectives.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

*The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties and/or skills required. Other duties may be assigned.*

- Plans, develops, organizes, implements, directs, and evaluates the Authority’s communications and intergovernmental relations functions and performance.
- Oversees all staff functions and operations of the Communications Department.
- Ensures consistent application of communications policies, programs, and services to ensure they conform to the Authority’s strategic goals and objectives; establishes program goals and objectives; ensures that all programs and policies are administered in a fair and equitable manner.
- Determines public relations objectives by collecting relevant information; identifies short-term and long-range issues; identifies and evaluates options; recommends a course of action.
- Supports organization goals and objectives by developing external and internal information programs.
- Accomplishes public relations objectives by designing and conducting special projects; establishes relationships with lobbyists, consultants, and others in a position of influence; creates and develops annual reports, newsletters, briefing books, pamphlets, and other creative tools.

- Identifies external and internal information needs by researching trends; conducts and purchases surveys and analyzes responses.
- Communicates policies, programs, and positions to the Authority by studying legislation and regulations; consults with executives on potential impact; develops background papers; reviews positions with senior management and the board of directors.
- Develops a media plan that supports the overall marketing strategy.
- Represents the organization at business events; provides opinions, offers support, and gathers information.
- Influences public opinion to the Authority's point of view by educating the public on issues; builds coalitions with, and influences, companies, and trade associations; maintains public focus on executive strategies.
- Keeps senior management and the board of commissioners informed by reporting on government affairs developments and results of the Authority's actions.
- Maintains financial objectives by preparing an annual budget; schedules expenditures; analyzes variances; initiates corrective actions.
- Improves quality results by studying, evaluating, and re-designing processes; implements changes.
- Avoids legal challenges by understanding current and proposed legislation; enforces regulations; recommends new procedures; complies with legal requirements.
- Participates in educational opportunities; reads professional publications; maintains personal networks; participates in professional organizations.
- Enhances public relations and organization reputation by accepting ownership for accomplishing new and different requests; explores opportunities to add value to job accomplishments.
- Maintains awareness of legislative activities affecting Authority operations and the potential impact on operations; tracks State and Federal legislation; anticipates legislative issues and identifies opportunities to develop and influence policy to best meet the needs of the Authority.
- Researches legislative and government affairs issues and prepares information for the Executive Director, staff, and committees.
- Reviews legislation, schedules meetings, prepares briefings and memos on selected legislation impacting the Authority.
- Performs and assumes other duties as assigned.

## BEHAVIORAL COMPETENCIES

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

*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; and 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; and recognizes working colleagues as customers.

*Effective Communication:* 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.

*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 the Authority; uses appropriate judgment and decision making in accordance with level of responsibility.

*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.

*Problem Solving:* Identifies and resolves problems in a timely manner; gathers and analyzes information to develop alternative solutions; uses strong reasoning and conflict resolution skills.

*Professional Behavior:* Exhibits positive, polite, courteous, honest, and conscientious behavior with all internal/external clients. Accepts responsibility for actions and adjusts behavior as appropriate.

*Reliability:* Employee demonstrates sound reasoning and critical thinking by making decisions in line with established Authority expectations. Performs work in a reliable manner that is both accurate and timely. Ensures a positive record of attendance.

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

*Safety Awareness:* Employee is cognizant of their surroundings. Follows proper safety procedures and considers the safety of self and others. Identifies, communicates, and assists in the correction of any safety concerns where appropriate.

*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.

## 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.

### *Job Competencies*

- Knowledge of HANO's mission, functions, organization policies and procedures.
- Strong supervision and leadership skills; commitment to the professional development of staff.
- Extensive knowledge of federal, state, and local laws, rules and regulations pertaining to low-income housing, and Authority policies and procedures on housing.
- Ability to conceptualize and develop organizational communications and public relations programs.
- Uses research, analyst reports, focus groups, surveys, and questionnaires to uncover useful information about the market.
- Strong knowledge of customer demographics and can predict customer behavior; influences others to take a point of view or conclusion by understanding their motivations.
- Ability to prepare and monitor the department budget.
- Ability to think logically, analyze problems, follow procedures, and develop comprehensive reports.

- Ability to establish and maintain effective working relationships and communicate with people from a broad range of socio-economic backgrounds.
- Ability to prepare and present ideas in English, in a clear and concise manner, both verbally and in writing; writes effectively using various styles to address different needs and audiences.
- Ability to perform duties with a high degree of judgment, discretion, and confidentiality.
- Ability to plan, organize, and develop a wide variety of operational and management programs and procedures.
- Ability to develop, promote, and evaluate HANO's goals, objectives, departmental and Authority policy and procedures, and other initiatives.
- Ability to perform multiple tasks under pressure while maintaining professional composure under stress.

***Education and/or Experience***

Bachelor's degree from an accredited college or university in Journalism, Communications, Public Relations, or closely related field and five (5) years of progressively responsible experience in communications, public agency communications, and/or public relations programs, with three (3) years of supervisory experience. An equivalent combination of education, training, and experience which provides requisite knowledge, skills, and abilities for this position, may be considered.

This position may require regular driving for business purposes. The incumbent is required to possess a valid driver's license and must have the ability to be insurable under the HANO's automobile insurance plan at the standard rate.

***Technical Skills***

To perform this job successfully, the employee should have strong computer skills (MS Word, Excel, and Outlook) and should be capable of using internet resources for research and developing reports. Must have the ability to learn other computer software programs as required by assigned tasks.

*Housing Authority of New Orleans*

**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 sedentary position. Daily movements include sitting; standing; bending; operating computers and other office equipment; moving about the office; carrying items such as books, binders, files, and documents; and attending onsite and offsite meetings. The employee must be able to communicate via email and verbally via telephone. The employee must occasionally lift and/or move 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 usually moderate.

**DISCLAIMER**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

**EEO POLICY STATEMENT**

HANO provides equal employment opportunity to all individuals regardless of race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, religion, physical or mental disability, sex (including pregnancy, childbirth, or related medical conditions), gender identity, or gender expression results of genetic testing, or service in the military or veteran status or any other status protected under applicable federal, state or local law. Discrimination of any type will not be tolerated.

