



JOB ANNOUNCEMENT

Housing Authority of New Orleans

POSITION TITLE: Senior Communications Specialist
DEPARTMENT: Communications
DATE POSTED: 06/17/2024
CLOSING DATE: Until Filled
FLSA CLASS: Exempt
STARTING SALARY RANGE: **Salary Class G**
\$59,300 - \$ 75,500 (Annually)

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SUMMARY

Under the supervision of the Director, Communications and Intergovernmental Relations, the Senior Communications Specialist is responsible for creating and designing documents and agency publications, coordinating projects with vendors, disseminating information, coordinating and/or assisting in the planning of special events and programs, partnering with the Information Technology (IT) Department to administer the Agency's website, and increasing the awareness of the Housing Authority's mission, programs, services and contributions among internal and external constituents through ongoing communications activities, including the implementation of proactive media and public relations strategies. Additionally, this position will be the lead for the relaunching the agency's website and Intranet; coordinate with all agency property management teams to assist with communication needs, research and establish the use of new social media tools such as Facebook and Twitter, to increase HANO's outreach mechanisms, and assist the Director of the department with media and legislative responses.

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.

Communications, Media Relations, Marketing and Website

- Creates and designs agency documents and publications such as the **HANO news Magazine** with graphic design contractor, when necessary, the Quarterly/Seasonal HANO E-newsletter, departmental brochures, event invitations and programs, and electronic and print advertisements.
- Operates as a contributor to the newsletter series, coordinates and administers interviews utilized within each article placed in the newsletter, and coordinates projects with the department design and newsletter vendor.
- Solicits additional news stories from HANO communities and Community Supportive Services contractors for newsletters and possible media pitching, upon approval of the Executive Director.
- Implements the agency's communications strategy by identifying activities for promotion, researching

and writing materials and disseminating information to internal and external constituents.

- Plans, researches, writes, and edits communications pieces, including media advisories, press releases, briefs, PSA's, statements, fact sheets, bios, flyers, brochures, announcements, articles etc.
- Develops and provides responses to media inquiries upon request, or in the absence of the Department Director.
- Coordinates events for news media and press interviews with senior staff.
- Creates and maintains press kits. Maintains current media lists. Monitors print and broadcast media coverage of the agency. Disseminates daily news clips to senior staff. Prepares weekly and monthly reports of news coverage.
- Act as the lead in providing responses to film requests from major production companies.
- Coordinates speaking engagements for senior staff.
- Develops speaker support presentation materials.
- Develops and maintains a contact database for various external constituent groups to facilitate information dissemination via mail and electronic means; coordinates regular contact with groups to provide education on programs, activities and contributions. In conjunction with the Department Director, coordinates and responds to inquiries from external constituents and regulatory agencies.
- Researches and provides updated housing legislation to Department Director and Senior Staff.
- Maintains updated legislator contact database.
- Provides communications support (copyediting, design, message development, publicity, etc.) to all agency departments.
- Assists with crisis communications, as needed.
- Assists in brand management by monitoring internal and external adherence to identity standards.
- Attends offsite events and travels to HANO sites to document activities and events.
- Serves as the principal designer of agency internal and external publications including the website, newsletter and annual report.
- Develops story ideas; performs interviews and research; creates story inventory; prepares stories for publication; and attends various agency and resident events to cover for publications.
- Creates publication layout.
- Researches, writes and edits a wide range of agency documents for internal and external audiences including correspondence, reports, briefs, position papers, speeches and other public presentations.
- Acts as the lead in the graphic design of all agency and departmental publications.
- Assists agency departments with the preparation and editing of various communications pieces.
- Analyzes and researches a variety of topics and issues relative to agency activities in order to effectively draft various written pieces.
- Writes and edits marketing collateral and other printed material.
- Assist the IT Department with the maintenance of the agency website.
- Develops and analyzes HCC surveys on an annual basis.
- Assists in the relaunch of the agency website and Intranet.

Social Media Management

- Create and launch the agency's social media outlets.
- Oversee the day-to-day management of HANO's social media accounts, including Facebook and Twitter.
- Create and maintain an editorial calendar to schedule up-to-date and relevant posts.
- Track and analyze follower count and user engagement on HANO's social media accounts through web analytics.

General

- Responsible for the photography and assistance in the planning of all agency events and activities, as well as those hosted at the various HANO communities located throughout the Metropolitan area.
- Enters JDE requisition requests.
- Manages invoice payments and purchase orders for the Communications Department.
- Handles administrative duties as assigned.
- Provides technical support on presentations for the Executive Director and Director of Communications and Intergovernmental Relations.
- Participates in Housing Advocacy organizations.
- Performs other job-related duties as assigned.

BEHAVIORAL COMPETENCIES

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

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 sensitive topics and/or irate customers.

Customer Service: Meets/exceeds the expectations and requirements of internal and external customers; Manages difficult or sensitive customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance.

Interpersonal Skills: Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interruption.

Teamwork: Balances team and individual responsibilities; Contributes to building a positive team spirit; Puts success of team above own interests.

Professionalism: Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions.

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

- Above average knowledge and sound understanding of communications practices.
- Working knowledge of the legislative process in the state.
- Working knowledge of the Housing authority and housing industry.
- Ability to work independently and consistently accomplish duties with limited supervision.
- Ability to effectively communicate on all levels.
- Ability to complete projects under tight deadlines.
- Ability to effectively and quickly complete assigned duties.
- Ability to utilize resources to incorporate innovation and creativity in the work product.
- Ability to identify and resolve obstacles to successfully completing assigned duties.
- Strong interpersonal skills.

- Ability to successfully prioritize projects.
- Strong attention to detail skills.

Education and/or Experience

Bachelor's degree, preferably in related field such as Journalism, English, Communications, Advertising, Public Relations or Marketing and a minimum of four to six years of solid public relations or communications experience, in the public sector and/or governmental agency. Exceptional computer and graphic design skills, superior oral and written communication skills and the ability to multitask and work independently is required.

Technical Skills

To perform this job successfully, an individual should have above average abilities using computer software such as MS Word, Excel, Outlook, graphics design, etc. and should be capable of using photography equipment and internet resources for research and developing advanced reports. 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.

While performing the duties of this job, the employee is regularly required to sit, stand, and walk. While the work is primarily sedentary, excessive walking, standing, bending, and carrying of items such as books, binders, files, documents and photography equipment is required. The employee must occasionally lift and/or move up to 25 pounds.

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.