



JOB ANNOUNCEMENT

Housing Authority of New Orleans

POSITION TITLE: Senior Communications and Intergovernmental Relations Specialist
DEPARTMENT: Communications
DATE POSTED: 05/22/2024
CLOSING DATE: Until Filled
FLSA CLASS: Exempt
STARTING SALARY RANGE: **Salary Class F**
\$64,000 - \$ 83,100 (Annually)

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SUMMARY

The primary purpose of this position is to provide support to the Communications Department. The incumbent is responsible for increasing overall awareness of the Housing Authority’s mission, programs, services, and contributions with internal and external constituents through ongoing communications activities, including the implementation of media and public relations strategies. This position is also responsible for assisting the Department Director with the Agency’s Intergovernmental Relations activities.

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.

- Implements HANO’s communications strategies by identifying activities for promotion, researching, 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.
- Assists in coordinating 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 Authority; disseminates daily Authority news to senior staff; and prepares weekly and monthly reports of news coverage.
- Coordinates speaking engagements for staff authorized to represent the Authority.
- Develops speaker support presentation materials.
- Develops and maintains a contact database for various external constituent groups to facilitate information

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dissemination via mail and electronic means; coordinates regular contact with groups to provide education on programs, activities, and contributions; coordinates and responds to inquiries from external constituents and regulatory agencies.

- Provides communications support (copy editing, design, message development, publicity, etc.) to all Authority 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 Authority internal and external publications including the website, newsletters, and annual reports.
- Develops story ideas; performs interviews and research; creates story inventory; prepares stories for publication; and attends various Authority and resident events to cover for publications.
- Coordinates publication layout.
- Researches, writes, and edits a wide range of Authority documents for internal and external audiences including correspondence, reports, briefs, position papers, speeches, and other public presentations.
- Assists Authority departments with the preparation and editing of various communications pieces.
- Analyzes and researches a variety of topics and issues relative to Authority activities in order to effectively draft various written pieces.
- Writes and edits marketing and other printed material.
- Performs and assumes other duties as assigned.

Intergovernmental Relations Responsibilities

- Assist the Director with accomplishing 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.
- Assist with identifying external and internal information needs by researching trends; conducts and purchases surveys and analyzes responses.
- Assist with communicating policies, programs, and positions to the Authority by studying legislation and regulations; consults with executives on potential impact; assist with the development of background papers.
- Keeps the Department Director informed by reporting on government affairs, developments, and results of the Authority's actions.
- Works closely with the Department Director to avoid legal challenges by understanding current and proposed legislation; complies with legal requirements.
- Assist with maintaining 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 Department Director.
- Reviews legislation, schedules meetings, prepares briefings and memos on selected legislation impacting the Authority as directed.
- 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.

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.
- Knowledge and understanding of communications, public relations, marketing practices.
- Ability to negotiate and influence internal and external parties.
- Ability to work independently and consistently to accomplish duties with limited supervision; ability to complete projects under tight deadlines.
- Uses research, analyst reports, focus groups, surveys, and questionnaires to uncover useful information about the market.
- 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 multiple tasks under pressure while maintaining professional composure under stress.
- 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 think logically, analyze problems, follow procedures, and develop comprehensive reports.

Education and/or Experience

Bachelor's degree from an accredited college or university in Journalism, Communications, Public Relations, Marketing, Public Administration, or closely related field and five (5) years of communications experience, preferably in a public agency or nonprofit setting. 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 pursuant to HANO's Fleet Policy.

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.

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.