



Position Description

Position Title	Director of Communications	Created By	Executive Office
Reports To	President & CEO	Date Created	10/14/2025
Direct Reports	Multiple	Approved By	Human Resources
FLSA Status	Exempt	Classification	Director

Summary

The Director of Communications is responsible for managing the agency's strategic and operational communications planning and implementation. As the organization's spokesperson and communications leader, the Director oversees all media relations, internal and external communications, reputation management, message development, and digital communications. The Director serves as a strategic advisor to the President & CEO as well as a liaison to the Public Housing Authority (PHA) industry and local partners. This role is dynamic in nature and in a fast-paced environment. It requires critical thinking, independent execution, strategic, tactical, and operational planning, and long-term and short-term goal setting.

Essential Duties + Responsibilities

The position duties and responsibilities listed below describe the general nature and scope of work. Other responsibilities, duties, and skills may be required and assigned as needed. These essential functions require a consistent presence in the work environment on a regular basis, and regular attendance must be maintained.

- Manage the agency's external communications activities, including serving as the primary media spokesperson and ensuring message consistency in presenting Opportunity Home information to the public in an accurate, timely, and effective manner.
- Demonstrates agile and expert responsiveness to media events, recognizes the potential to occur at any time, and the critical importance of a timely, appropriate reaction.
- Develops and executes crisis communication plans, leads the rapid response during emergencies, and manages media relations to protect the organization's reputation.
- Creates and implements proactive strategies for risk assessment, prepares internal and external messaging, and ensures consistent communication across all channels during a crisis.
- Directs and crafts compelling narratives and strategic messaging that deeply engages audiences and drives decisive action.
- Develop Opportunity Home's social media strategic approach. Plan and execute communications on appropriate social media platforms to increase community engagement and participation.
- Maintains consistently excellent work products, outputs, and deliverables, and inspires staff to do the same.



- Drives the execution and completion of key communication projects, including the Annual Report and digital newsletters, ensuring robust communication strategies that align with agency plans for employees, residents, and all stakeholders.
- Plan, lead, and provide comprehensive management oversight for all new and legacy media initiatives.
- Fortifies connections with Opportunity Home residents and key stakeholders through proactive engagement.
- Cultivates and empowers the next generation of communication trailblazers through mentorship and supervision.
- Leveraging data and analytics to define audacious and achievable goals
- Guide the ideation and creation of digital content, including but not limited to web content, videos, infographics, and social media.
- Work with key internal stakeholders to maintain and enhance agency website design, functionality, and content.
- Prepare communications to keep Opportunity Home's Board of Commissioners informed and engaged.
- Provide oversight for editorial content or articles submitted to print, digital, and broadcast media. Manage event announcements, news releases, media advisories, and timely responses to media inquiries.
- Provide leadership and management on media relations, including media training and preparation for designated Opportunity Home leadership spokespersons, coordinating media interviews, and providing speaking points, as needed. Anticipate media queries and prepare spokespersons accordingly.
- Develop, nurture, and maintain strong working relationships with community leaders and members of the media.
- Manage the dissemination of prompt, accurate information to the public during emergency or crisis situations.
- Develop, implement, and maintain effective internal communications to disseminate information to employees.
- Oversee the planning, implementation, and promotion of external news conferences.
- Develop and manage the department budget.
- Complete all duties as assigned or requested as outlined in operational and procedural guidelines. These guidelines are maintained and issued in the event of an emergency situation that arises at a property or any other location that serves our residents or employees.
- Strategically measure and analyze the effectiveness of communication strategies, utilizing key performance indicators (KPIs) to ensure objectives are consistently met and optimized.
- Participate in Trauma Informed Care (TIC) initiatives, including training, workgroups, project assignments, etc., that are launched or implemented in order to achieve and/or maintain certification as a TIC organization.
- Employees are expected to use Generative AI solutions ethically and responsibly.
- Other duties as assigned.

All supervisors:

- Lead, motivate, engage, and retain employees by:
 - Setting goals for performance and deadlines that comply and conform with the company's plans and vision.



- Organizing workflow and ensuring employees understand and are trained on their duties or delegated tasks.
- Monitoring employee productivity and providing constructive feedback and coaching.
- Ensuring alignment across various procedures.

Behavioral Competencies

This position requires the incumbent to exhibit the following behavioral skills

- a. **Values Driven** | Demonstrates an understanding of the values (Compassion, Equity, and Excellence) and embodies the values in their work and interactions with residents, vendors, co-workers, supervisors, board members, community members, and other stakeholders.
- b. **Leadership** | Provides direction to people and/or projects by clearly and effectively setting course of action for the assigned department staff and tasks; manages the planning, execution, and achievement of assigned department goals.
- c. **Customer Service** | Responds with Compassion in a professional manner to the expectations and needs of internal and external customers; is friendly and helpful to all customers, fostering positive relationships while providing Excellent service.
- d. **Effective Use of Information** | Communicates important information to those who need to know clearly, securely, effectively, orally, and/or in writing; proactively exchanges accurate and timely information.
- e. **Commitment and Continuous Improvement** | Sets the standard for Excellence by proactively pursuing innovation through systematic experimentation and learning. Corrects mistakes by assessing appropriate processes, proposing adjustments, and prioritizing long-term solutions.
- f. **Teamwork** | Balances team and individual responsibilities; exhibits Compassion, objectivity, and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; supports everyone's efforts of Excellence; attends, supports, and participates in the organization's team building events.
- g. **Responsiveness and Accountability** | Demonstrates a high level of Excellence and holds oneself personally responsible for one's own work; complies with procedures and directives and understands the importance of maintaining and managing confidential information; recognizes and anticipates issues and provides a responsive resolution in a timely manner.

Education

Required

- Bachelor's Degree from an accredited college or university in Communications, Public Relations, Journalism, or a related field.

Experience

Required

- Twelve (12) years of experience in communications, public relations, and/or journalism.
- Five (5) years of management experience.
- Must have the ability to learn and use cloud applications such as the Google GSuite applications, including but not limited to Google Chrome Browser, Gmail, Drive, Calendar, Docs, Sheets, and Slides. Understand document sharing and collaboration in the cloud. Experience and proficiency with Microsoft Office 365, cloud-accessible applications including but not limited to One Drive, Outlook, Word, Excel, and PowerPoint, or MAC or PC desktop equivalent, is acceptable.



- Successful completion of a criminal history background check, education, and work history verification, and drug screening test.

Preferred Education and Experience

- Master's Degree from an accredited college or university in Communications, Public Relations, Journalism, or a related field.
- Communication Management Professional (CMP) and
- Accredited Business Communicator (ABC),
- As well as specialized options such as the Accredited in Public Relations (APR) for PR professionals, and/or various digital marketing certifications
- Ability to learn cloud technologies such as LucidChart for diagrams, workflow, and chart drawing. Experience with Vizio or equivalent is acceptable. Basic understanding of Virtual Private Network (VPN) access to connect to internal business systems.

License + Certificates

Required

- Texas Class "C" driver's license at the time of placement and insurable by the organization's fleet and liability insurance carrier.
- Must have the ability to earn certifications as required by assigned tasks.

Technical Skills

To perform this job successfully, the employee should have

- Thorough knowledge and experience with Associated Press Style, multimedia, and video editing and/or production.
- Knowledge and experience with multimedia content development and delivery using New Media and Legacy Media.
- Prior experience developing and managing a department budget and staff of multiple employees.
- Ability to collaborate and communicate effectively, both verbally and in writing.
- Ability to prepare proposals and statistical reports.
- Knowledge of local and regional broadcast news outlets, and online and print news sources.
- Writing skills and on-camera competency.
- Knowledge of journalism, printing processes, photography, and design.
- Knowledge of advertising, branding, marketing, and promotional strategies and objectives.
- Knowledge of all aspects of current events including those involving municipal and county government, community-based organizations, business sector, and academia.
- Knowledge of print, digital, and social media.
- The ability to successfully and independently plan and manage strategic and operational projects within prescribed deadlines.
- Superb written and oral communication skills.
- Extensive research, interview, writing, editing, and verbal skills that demonstrate an ability to comprehend and explain to the general public, stakeholders, and other influencers complex issues of research findings, educational programs, and institutional policies.
- Established media relationships and proficiency in Briefing on Media Law.
- Experience using media relations systems and building relationships with media contacts
- Experience in developing and implementing comprehensive communication strategies.



Physical Demands

The physical demands described here are representative of those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

To perform this job successfully, the employee is frequently required to remain in a stationary position. Daily movements include sitting, standing, operating computers and other office equipment, walking and moving about the office and/or community property, and attending onsite and offsite meetings. The employee must be able to complete data entry, utilize various portals, and communicate via email and verbally via telephone. Will need the ability to walk large properties and climb stairs. The employee must occasionally transport 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 essential functions.

Office Environment

- The noise level in the work environment is usually moderate.
- High level of interaction with external/internal clients.
- May be transferred or be required to work at different properties or sites for interim periods in order to support business needs.

Outside Environment

- Subject to environmental elements when conducting visits to various sites or participating in outside events.

ADA Statement

In compliance with the Americans with Disabilities Act, the organization will make reasonable accommodations to the known disability of a qualified applicant or employee to enable people with disabilities to enjoy equal employment opportunities if it would not impose an “undue hardship” on the operation of the employer’s business.

Ethics

As a public agency, the organization is committed to maintaining the highest of ethical standards. Applicants selected for employment are expected to perform work responsibilities with the highest degree of integrity, professionalism, and honesty to merit the respect of our co-workers, clients, partners, vendors, and the general public. Applicants selected for employment are also expected to serve the public with dedication, concern, courtesy, and responsiveness.

Equal Employment Opportunity Statement

Opportunity Home is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, religion, gender (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, or genetic information, marital status, veteran status, arrest record or any other characteristic protected by applicable federal, state or local laws. Opportunity Home is



dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, and general treatment during employment.

Disclaimer

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. This position specification is not an employment agreement or contract. Management has the exclusive right to alter this position specification at any time without notice.

Read and Acknowledged

Printed Employee Name _____ **Date** _____

Employee Signature _____

