



COOK INLET HOUSING AUTHORITY JOB DESCRIPTION

Position: Public Relations Manager
Department: Business Administration
Reports to: Executive Vice President
Range: 9
FLSA: Exempt

General Functions

This position is responsible for creating and executing CIHA's public relations plan with the goal to positively position and reinforce CIHA's message, raise public awareness and affect public opinion about affordable housing and related products through the use of public relations best practices.

Major Activities (Typical Duties/Responsibilities)

- Strategically develops and implements the short and long term public relations and media plan for CIHA.
- Develops, recommends and manages a budget for the public relations department.
- Together with the President/CEO, and executive team serves as a point of contact for CIHA and affiliates for media and public interactions.
- Supports the President/CEO and Executive Vice President in managing community outreach
- Ensures an accurate and consistent message among all of CIHA's communication types through brand management.
- Creates public relations programs and materials that align closely with the marketing plan.
- Supports the President/CEO in relationship and partnership building at the local, state and national level.
- Provides CIHA orientation to potential partners when appropriate.
- Serves as a resource for presentations and speech preparation.
- Provides communication counsel in proactive and reactive communications strategies including crisis communications and manages the development and implementation of communications training programs for executives and senior management.
- Supervises communications staff including performance evaluations and other human resource issues
- Responsible for coordination of external events such as ground breakings, grand openings, partner recognition activities, open houses, architectural design competitions and conferences or seminars.
- Works with relevant departments to organize and manage organizational internal and external events and activities that promote publicity for CIHA and affiliates, when necessary.
- Develops and implements internal/employee communications with Chief Council and senior management input.

- Manages outsourced public relations activities and work with agencies/contractors for successful completion of projects. Contracted activities include but are not limited to: public relations, graphic design, web development and photography.
- Assist in creating opportunities to build public awareness of organization services, programs and activities to generate fundraising income.
- Draft, develop, review and/or disseminates communications materials/messages including but not limited to press releases, brochures, pamphlets, newsletters, web content, fact sheets, key messaging and public statements.
- Manages and coordinates electronic communications for CIHA and affiliates including the organization websites, electronic newsletters, and other Internet-related activities.
- Maintains community contacts, information sources, and relationships with other related non-profit agencies, housing entities, funders, partners, government agencies and media.
- May be required to work flexible schedule as part of CIHA's public relations activities.
- Performs other related duties as assigned.

Skills and Abilities

- Strategic thinker who excels at generating and/or assisting in the development of original ideas.
- Ability to proactively identify communications opportunities and develop supporting public relations programs.
- Ability to excel in a fast-paced environment with changing priorities and able to take a positive team approach to working with executive staff and senior managers
- Ability to consistently manage multiple projects and consistently meet deadlines
- Excellent command of the English language in both written and verbal form.
- Established connections among the business and public relations community, and the media.
- Knowledge of and familiarity with regional media outlets
- Demonstrated experience synthesizing technical information for lay audiences,
- Ability to work independently and make decisions.
- Knowledge of practices, procedures, and materials related to public relations.
- Demonstrated ability to work in a public relations environment, including superior public speaking communications skills and the ability to make high quality public presentations
- Must be proficient in Microsoft Excel, Word, and PowerPoint. Must demonstrate working knowledge of design standards and programs such as Photoshop, Illustrator and InDesign and have the ability to facilitate design, print and web activities.
- Demonstrated major event planning ability

Education and Experience

- BA Degree with major course work in public relations or related areas
- Seven years management experience in the public relations field
- Two years experience in document design
- Two years supervisory experience
- Housing industry experience a strong plus