



## Houston Community Land Trust Communications Manager Job Description

### Description

Houston Community Land Trust (HCLT)'s mission is to make affordable homeownership achievable for limited-income households in Houston, Texas. We connect income-qualified homebuyers to perpetually affordable homes in neighborhoods across the city. HCLT also provides stewardship services and long-term support necessary for HCLT homebuyers to be successful in homeownership.

HCLT seeks a full-time **Communications Manager** to join its staff. This position oversees all internal and external communication for the organization. The **Communications Manager** will develop and implement media and outreach strategies and produce high-quality content to engage potential clients, including creating informative content, press releases, articles, and media opportunities to share the company's mission.

### Responsibilities

- Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
- Plan and manage the design, content, and production of all marketing materials including annual reports.
- Act as a media/outreach liaison by scheduling appointments, speaking engagements, and preparing staff for media interviews.
- Organize, promote and photograph community events.
- Develop communication and marketing strategies to manage recurring communications and promote community outreach, programs and events.
- Generate daily updates to social media platforms (Twitter, Facebook and Instagram).
- Manage HCLT brand, maintain and update HCLT website, create branded PowerPoint templates, and build slide decks.
- Represent HCLT in a professional and exceptional manner.
- Perform additional duties as assigned.

### Qualifications

- At least five years' experience in a similar role.
- Bachelor's degree in communications, journalism, public relations or a related field.
- Proven experience creating promotional content that generates measurable returns.
- Demonstrated ability to utilize social media channels to deliver marketing content.
- Experience creating and maintaining WordPress websites.
- Excellent written and verbal communication.
- A valid driver's license.

### Preferences

- Master's degree in a related field.
- Experience with Adobe Creative Suite software including Photoshop, InDesign, and Illustrator.
- Bilingual ability to speak Spanish, Urdu, Vietnamese or Chinese.

## **Skills**

- Strong organizational and planning skills.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills.
- Ability to relate comfortably and respectfully to individuals of different racial/ethnic, economic and cultural backgrounds.
- Ability to work in a team environment and communicate well with coworkers.

## **Working Environment/Conditions**

This position requires prolonged periods in a seated or standing position in a normal office environment with acceptable lighting, temperature, and air conditions. Occasional light lifting (up to 20 pounds) and travel outside in less-than-optimal temperature conditions may be required.

## **Physical Demands/Requirements**

Candidates must be able to remain in a stationary position for the majority of the work day, must be able to operate a computer and other common office equipment, and must be able to move about inside the office to access equipment and outside the office to attend client meetings or public sessions at satellite locations. The person in this position frequently communicates with outside parties and provides presentations to the public and must be able to communicate accurate information to large audiences in these situations.

## **Supervisory Duties**

This position reports to the Executive Director and may have direct supervisory responsibilities.

## **Salary and Benefits**

High 40's to low 50's, commensurate with experience.

Houston Community Land Trust provides a competitive comprehensive benefit package, including medical, dental and vision coverage, life insurance, as well as 15 days' vacation and paid holidays.

## **How to Apply**

To apply to this position, please email your resume and cover letter to [info@houstonclt.org](mailto:info@houstonclt.org). In the subject line of the email, include your last name and "Communications Manager Application."