



JOB ANNOUNCEMENT

Housing Authority of New Orleans

POSITION TITLE: Director of Communications and Intergovernmental Relations

DEPARTMENT: Communications

DATE POSTED: 08/24/2021

CLOSING DATE: Until Filled

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FLSA CLASS: Exempt

SALARY RANGE: PAY Grade R36
\$85,724-\$119,459 (Annually)
\$41.21-\$57.43 (Hourly)

SUMMARY

Influences the public by gathering information; representing the organization to the public and finding public opportunities to highlight executive strategies. Maintains public and employee awareness of organization issues by planning and directing external and internal information programs. Determines and accomplishes public relations objectives; defines the organization's position; represents the organization at business events; responsible for the agency's intergovernmental affairs; influences public opinion to the organization's point of view; keeps senior management informed; prepares budget; improves quality results; avoids legal challenges; develops and coordinates favorable relations with local media and journalistic community. Supports organization goals and objectives; identifies external and internal information needs; plans information programs; informs public and employees; responds to media inquiries and maintains rapport with media representatives.

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.

- Determines public relations objectives by collecting relevant information; identifying short-term and long-range issues; identifying and evaluating options; recommending a course of action.
- Supports organization goals and objectives by developing external and internal information programs.
- Accomplishes public relations objectives by designing and conducting special projects; establishing relationships with lobbyists, consultants, and others in a position of influence. Projects will include production of Annual Reports, Newsletters, briefing books, pamphlets, and other creative tools.
- Identifies external and internal information needs by researching trends; conducting and purchasing surveys and analyzing responses.
- Communicates policies, programs and positions the organization by studying legislation and regulations; consulting with executives on potential impact; developing background papers; reviewing positions with senior management and the board of directors.

- Represents the organization at business events by providing opinion, offering support, and gathering information.
- Influences public opinion to the organization's point of view by educating the public on issues; building coalitions with, and influencing, companies and trade associations; maintaining public focus on executive strategies.
- Keeps senior management informed by reporting to senior management and the board of commissioners, as necessary, on government affairs developments and results of the agency's actions.
- Maintains financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Improves quality results by studying, evaluating, and re-designing processes; implementing changes.
- Avoids legal challenges by understanding current and proposed legislation; enforcing regulations; recommending new procedures; complying with legal requirements.
- Updates public relations job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances public relations and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Maintains awareness of legislative activities affecting agency operations and the potential impact on agency operations; tracks State and Federal legislation; anticipates legislative issues and identifies opportunities to develop and influence policy to best meet the needs of the agency.
- Researches legislative and government affairs issues and prepares information for the Executive Director, agency staff and committees.
- Reviewing legislation, scheduling meetings, preparing briefings and memos on selected legislation impacting the agency.
- Will execute the above and other 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 interrupting.

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

- Writes effectively using various styles to address different needs and audiences.
- Uses Web research, analyst reports, focus groups, surveys, and questionnaires to uncover useful information about the market.
- Knows customer demographics and can predict customer behavior.
- Skilled at summarizing and analyzing information for budgeting revenues and expenses.
- Influences others to take a point of view or conclusion by understanding their motivations.
- Develops a media plan that supports the overall marketing strategy.
- Ability to develop and maintain strong working relationships.
- Familiarity with issues of compliance for state and federal regulations.
- Experience developing and implementing process improvement initiatives.
- Demonstrates professionalism at all times.
- Takes feedback constructively and makes effort to improve skills.
- Keeps public informed of new developments through press releases and event coordination.

Education and/or Experience

Bachelor's degree in Journalism or related field from an accredited college or university preferred. Four years of progressively responsible experience in administration with five years of supervisory or delivery of public relations programs for the advancement of organizational goals.

Considerable knowledge of federal, state, and local laws, rules and regulations pertaining to low income housing, and Authority policies and procedures on such housing.

Technical Skills

To perform this job successfully, an individual should have above average abilities using computer software such as MS Word, Excel, Outlook, etc. and should be capable of using 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, and documents 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.

