



National Community  
Stabilization Trust

## **POSITION ANNOUNCEMENT**

### **Communications Associate**

*NCST is looking for a mission-driven messaging and branding whiz  
to join the team as Communications Associate*

#### **About National Community Stabilization Trust:**

The National Community Stabilization Trust ("NCST")'s mission is to support families and communities by restoring distressed single-family homes, strengthening neighborhoods, and increasing sustainable, affordable homeownership and responsible rental. Founded in 2008, NCST pursues its mission through innovative real estate programs, research, coalition work, and policy advocacy. NCST's flagship property acquisition program, REOMatch™, is the only national platform explicitly designed to support local governments and nonprofit organizations in their acquisition and rehab work. NCST is dedicated to increasing the supply of affordable, single-family homes through facilitating real estate transactions, conducting highly effective policy work, and maintaining an extensive national network of mission-focused, single-family developers. Today, the organization has expanded its focus well beyond the transactional platform to include technical assistance to local partners, development of capital sources for single-family rehab, and federal policy research and advocacy grounded in knowledge of local markets.

#### **Position Summary:**

The Communications Associate is responsible for overall communications, messaging, and branding activities, including executing digital messaging, websites, and social media for National Community Stabilization Trust. The Communications Associate must be able to communicate effectively with a diverse range of stakeholders. They should be comfortable working independently and collaboratively within a small, close-knit team and thrive in a fast-paced, deadline-driven environment. The Communications Associate must be a great relationship-builder and a savvy project manager who is comfortable setting up systems and juggling multiple projects, creatively connecting the dots between fundraising, communications, and programming. They will report to the Vice President of Development and work closely with the entire NCST team.

#### **Essential Duties and Responsibilities:**

- Develop creative and mission-centric messaging that articulates NCST's mission.
- Collaborate with Vice President of Development to develop and execute a strategic communications plan to promote NCST programs, research, policy initiatives, coalitions, and advocacy efforts.
- Develop and maintain a communications calendar, content plan, and design and approval process covering all social media and online and offline communications.

- Develop communications strategies that will broaden programmatic reach and deepen awareness that leads to broader financial impact.
- Serve as lead writer, editor, and oversee production, design, and distribution of a wide variety of publications and collateral materials, including reports, brochures, marketing materials, fact sheets, one-pagers, position papers, slide decks, newsletters, and other communications.
- Develop, write, edit, and distribute electronic newsletters, press releases, statements, and other e-communications.
- Contribute to content development in collaboration with key staff members (policy updates, newsletters, community partner updates).
- Work with staff to collect, organize, and share compelling stories in various mediums and ensure messages are communicated accurately and consistently to all external audiences.
- Act as liaison between our work and our audience, effectively translating program verbiage and housing data into relatable language for donor communications and expanding audience base.
- Support media relations and other relevant external partner relationships, including developing press contacts, and as needed, identifying news opportunities, pitching stories and coordinating interviews.
- Manage the back end of the email system (Constant Contact), including creating lists, cleaning lists, and setting up emails.
- Manage all other communications responsibilities such as maintaining distribution lists, developing and tracking email campaigns, web analytics, electronic templates, and compliance with communications standards.
- Manage all aspects of NCST's social media presence (NCST website(s), LinkedIn, Facebook, and Twitter).
- Drive strategy to increase daily engagement on NCST social media accounts.
- Lead content creation for NCST's social media, including writing blog content, tweets, and posts.
- Monitor news, updates, governmental hearings, and research relevant to NCST's work, initiatives, and sectors; recommend and create related content to distribute broadly and accordingly.
- Monitor, report, and present on online engagement analytics (web, email, social media, earned media).
- Ensure NCST's commitment to diversity, equity, and inclusion (DE&I) is operationalized in our communications plan, and ensure that NCST communications are culturally sensitive and designed to reach diverse audiences and speak to all of our community members.
- Keep up-to-date on current marketing and communications practices and procedures used in the nonprofit sector and inform the team items that would benefit NCST.

**Education and Experience:**

- Bachelor's or graduate degree in Journalism, Public Relations, or Communications or at least five (5) years of experience in any equivalent combination of education, training, and experience in communications, marketing, or public relations that demonstrates the ability to perform the duties of the position.

**Qualifications, Knowledge, Skill Requirements:**

- Experience managing public education or marketing campaigns, developing promotional or marketing materials, such as pitch decks and annual reports, and/or managing websites and social media.
- Proficiency with software applications including MS Office, familiarity with HTML, web-editing, web design, WordPress, and familiarity with Constant Contact and Canva.
- Graphic design skills (Photoshop, Publisher, and/or InDesign) for in-house graphic production are desirable.
- Experience working in a fast-paced environment, with a focus on developing mission-driven initiatives (experience in a nonprofit setting preferred).
- Highly skilled in writing clear and concise communications for various communication tools, including print and online.
- Excellent editing, proofreading, presentation, and interpersonal skills with strong attention to detail.
- Knowledge of marketing and communication principles, guidelines, and best practices, including social media.
- Excellent time management skills, including the ability to meet established goals and deadlines and work on multiple projects simultaneously while managing deadlines.
- Commitment to diversity, equity, inclusion, and belonging principles and demonstrated ability to interact in a multicultural environment.
- Understanding of and commitment to the mission and work of NCST.

**Compensation and Benefits:**

Full-time, exempt position with an annual salary of \$65,000-\$80,000, commensurate with experience. Benefits for this position include an employer 401(k) contribution, excellent health insurance, long-and short-term disability, flexible spending and commuter accounts, and generous leave policies.

**Other Requirements:**

The Communications Associate role is an exempt position. Exempt employees are expected to work the appropriate and necessary time to complete key assignments and related tasks on schedule.

NCST is an equal opportunity employer. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, veteran status, or medical condition.

We strongly encourage and seek applications from women, people of color, and bilingual and bicultural individuals and members of the lesbian, gay, bisexual, and transgender communities.

**How to Apply:**

Interested candidates should submit electronically, in a single PDF document, a cover letter detailing their interest in NCST's mission and qualifications for the position, resume, writing sample, and three references to [careers@stabilizationtrust.org](mailto:careers@stabilizationtrust.org) with the subject heading: [YOUR NAME] – Communications Associate Position.

**We are accepting applications through May 14, 2021. The position will remain open until filled. No calls, please.**

*Note: Applications without a cover letter or writing sample will not be considered. Due to the volume of applications we receive, we cannot give status updates. If you are invited for an interview, you will be contacted directly.*