



Senior Vice President of Communications





THE OPPORTUNITY

SENIOR VICE PRESIDENT OF COMMUNICATIONS

KCHA seeks a Communications professional with strong experience who can help us transform lives through housing. Skilled, high-integrity communication is key to KCHA's ability to serve our community and support our employees.

This executive will serve and lead in a newly created role. The Senior Vice President (SVP) will be the Authority's first dedicated senior communications leader and will report to KCHA's Executive Director/CEO as a member of the executive leadership team.

This leader will be accountable for creating and implementing a comprehensive communications strategy that effectively engages the Authority's key stakeholders—both internally and externally—in its mission, programs, and services. The SVP will be responsible for making the best possible use of all the organization's channels, including internal forums and its website and social media accounts, to establish and sustain working relationships with employees, residents, partners, and the broader community.



KEY RESPONSIBILITIES

- Develops and implements a comprehensive communications strategy that reflects and fosters the organization's desired culture and supports its mission, vision, and priorities.
- Establishes and maintains inclusive, constructive relationships with key stakeholders, including employees, residents, partners, and the broader community.
 - Serves as a liaison to the community to enhance external relations and serves as a strategic advisor to the Executive Director/CEO with respect to communications, public relations, and marketing initiatives. Arranges and conducts programs to maintain contact between KCHA and the public through speaking engagements, representing KCHA at community projects, and attending relevant community functions.
- Collaborates with internal stakeholders to develop and execute internal communications strategies; assists in the leadership the development of an accessible and useful intranet that connects employees across departments and functions.
- Provides strategic communications counsel to the senior leadership team and the Board of Commissioners.
- Identifies and provides recommendations on organizational engagement and speaking opportunities that help to advance KCHA's strategic priorities.
- Oversees the management of the organization's website and social media presence; conducts maintenance, updates, and development of content and strategies to increase engagement.
- Oversees the development and implementation of written and visual standards that reflect KCHA's identity and build trust with clarity and consistency.
- Plans, develops, coordinates and executes public relations & communications policy and special projects activities.
- Develops and implements media relations strategies to enhance the organization's public profile and increase visibility in the media.
 - Develops rapport with members of the news media in print, audio, video and digital channels.
- Develops and manages crisis communication plans and protocols.
- Oversees monitoring and analysis of media coverage and social media conversations related to the organization, industry, and the broader community.
- Manages the organization's communications budget and resources effectively.
- Leads and mentors a team of communications professionals to ensure that all communications efforts align with the organization's mission, vision, and goals.



COMPENSATION

This position offers a competitive salary range of \$156,082.00 to \$241,927.00 with a midpoint of \$199,005.

A comprehensive benefits package for you and your dependents includes medical, dental and vision insurance, life and long-term disability insurance plans, vacation, sick and personal leave, reduced tuition, and retirement benefits.

RECRUITMENT PROCESS

While this position is open until filled, **interested candidates should apply by October 4, 2023, to ensure consideration.**

Electronic submissions should be submitted online at www.kcha.org/employment and should include a compelling cover letter, a comprehensive résumé, and three professional references.

Interested candidates are encouraged to contact Sarah Crane, Senior Recruiter, by email at sarahcr@kcha.org with confidential inquiries and questions regarding the recruitment process.



THE IDEAL CANDIDATE ■ ■ ■

KCHA seeks a strategic, senior communications professional with contemporary expertise and a strong background in internal and external engagement. The successful candidate must have an inclusive leadership style, be highly skilled at communication—both verbal and written—and have an innate ability to develop and nurture relationships within KCHA, our community, the housing industry and the media.

Our first-ever SVP will be poised to handle transformational shifts within the organization and have the ability to help manage and lead through a range of opinions and cultures; lead with a proactive, “get-it-done” attitude; and have a proven track record of delivering impactful communications, sound guidance, and strategic public relations and communications support.

KCHA seeks an executive who will contribute to and complement an evolving culture of diverse and innovative leadership, rising to the challenge of meeting the housing needs of tomorrow, today.

EDUCATION & EXPERTISE

- Bachelor’s degree in communications, public relations, marketing, or related field, and...
- Extensive experience in developing and implementing communications strategies and directing public relations efforts for an organization, creating community partnerships, directing communications programs, or equivalent combination of education and experience, *or...*
- An equivalent combination of experience and education that provides the necessary knowledge, skills, and abilities to perform the essential functions of this position.

THE IDEAL CANDIDATE *continued*

REQUIRED SKILLS & ABILITIES

- Extensive communication skills, including a high degree of emotional intelligence, mediation, and conflict-resolution experience; proven ability to build strong external relationships with a variety of volunteers, public leaders, partner organizations and other stakeholders.
 - Engages in media relations by actively managing professional relationships with local and regional media.
 - Has experience hosting news media, assisting with photo shoots and supporting social engagement.
 - Has the ability to create newsworthy events, develop story ideas and follow through with successful pitches.
- Effective balance of strategy and execution with the ability to drive change and achieve business results.
 - Plays a key role in reputation management; acts as a strategic communications advisor by keeping track of public attitudes, flagging possible consequences of prospective decisions, developing key messages and managing issues and crisis communications.
 - Experience supporting communications for an executive leadership team.
 - Uses a strategic approach in overseeing KCHA's community relations, initiatives, internal communications and other activities.
- Is proactive and creative in identifying and developing integrated PR and social media programs that capitalize on unique and newsworthy stories and leverage unexpected opportunities as they arise.
 - Proficiency in leveraging social media networks and related monitoring tools.
 - Ensures digital presence aligns with the agency's positioning and objectives.
- Ability to use independent judgment and discretion in carrying out duties and responsibilities, exercise initiative, and provide leadership. Routinely exercise sound judgment in analyzing situations and in reaching decisions quickly. A self-starter that can multi-task and prioritize.
- Strong critical-thinking skills, ability to evaluate information, implement timely decisions and make recommendations that anticipate the costs, benefits, risks, and organizational impact within KCHA's context and the Housing Authority national landscape.
- Ability to analyze and develop effective policies and procedures; present proposals and recommendations clearly, logically, and persuasively in public meetings.
- Cultural sensitivity and competency, which is essential in serving economically disadvantaged, diverse populations, including homeless and special needs households, with a particular focus on households that often fall through the community-based safety net.
- Proven success in building productive and engaged work teams with a focus on mentoring and nurturing staff development.
- Career path that shows a mix of stability and growth-focused moves with similar organizations and capacity to develop and nurture relationships culminating in overall success.
- Ability to manage internal and external resources, agencies and budgets.

*A thorough background and driver's check
will be completed before hire.*





ABOUT KING COUNTY HOUSING AUTHORITY

King County Housing Authority (KCHA), the largest affordable housing provider in the Pacific Northwest, seeks to provide innovative, effective, and equitable housing solutions so that all people and communities can prosper.

The Authority, founded in 1939, operates as an independent municipal corporation, providing rental housing and assistance to more than 55,000 people in over 23,000 households. Serving 37 cities (not including Seattle and Renton) and the unincorporated areas of Dr. Martin Luther King, Jr. County, the Authority's geographic scope of operations spans 2,000 square miles. KCHA's

service area includes 1.2 million of the county's 2.26 million residents and is home to the majority of its low-income households.

KCHA covers operating costs with rents from tenants and federal funding. With a 2023 annual consolidated budget of \$504 million, and 500 full-time employees, KCHA is led by the Executive Director/CEO under the direction of a [Board of five volunteer Commissioners](#) (including one KCHA program participant) appointed by the King County Executive and confirmed by the King County Council. A cabinet of eight senior leaders comprise the core management and leadership team.





KING COUNTY

King County's population was 2,269,675 in the 2020 census, making it the most populous county in Washington State, and the 12th-most populous county in the United States. The King County seat is Seattle, Washington State's largest city. King County's second largest city is Bellevue.

King County covers 2,131 square miles and is bounded by Puget Sound to the west and the Cascade Range to the east. With the exception of Vashon Island, a rural enclave in the central Puget Sound, the western portion of the county is covered by cities with the development pattern becoming gradually sparser to the east, with suburban developments, then rural residential lands, then farms and forestlands. The eastern half of King County is mountainous, and mostly set aside as wilderness areas, forestlands or restricted watersheds that capture and store the region's drinking water and support the region's hydroelectric grid.

The King County seat is Seattle, a crown jewel of the Pacific Northwest known as the Emerald City and the state's most populous municipality. Seattle is the land of natural beauty, bookstores, corporate innovation, farmers' markets, and copious amounts of caffeine. Yes, it does rain here, but that does not stop Seattleites from enjoying life. In the winter, music, art, theater, and diverse cuisine

keep the city buzzing. And when the sun comes out, you will find residents heading for the mountains and lakes, attending a festival, or flocking to the city's many parks.

Opportunities to enjoy the outdoors are numerous. On a nice day, you might join the crowds soaking up the sun at [Golden Gardens Park](#), [Lincoln Park](#), or [Alki Beach](#). Stroll the [Washington Park Arboretum](#), [paddle a canoe](#) among the lily pads on Lake Washington, or take a day trip to [Mount Rainier](#) for a glimpse of the Northwest's wild beauty. A windy ferry ride to a nearby island is another quintessential Seattle experience.

For (mostly) indoor fun, take an [Underground Tour](#) in Pioneer Square, which offers an entertaining look at the city's quirky history. Seattle also boasts [world-class museums](#), including The Museum of Flight and The Renton History Museum and including smaller, specialized institutions like [The Center for Wooden Boats](#) and the [Wing Luke Museum of the Asian American Experience](#). Several other attractions can be found throughout the county, such as the Northwest African American Museum, International Fountain, the Space Needle, Cherry Blossoms at the University of Washington, the Seattle Waterfront, the Sky View Observatory at the Columbia Center, and more.

