



# Director of Communications

## Grounded Solutions Network

Remote (Washington, D.C. Preferred)

Salary: \$100,000-\$130,000

### The Organization

Grounded Solutions Network is a national nonprofit dedicated to shaping communities to be equitable, inclusive and filled with opportunity for all. Strong and inclusive communities provide the foundation that people and families need to thrive, both in the present and for future generations. As a national membership organization, we support nonprofit and government practitioners, community resident leaders, advocates, elected officials, and other housing professionals with the tools and knowledge they need for success. We promote the creation and preservation of quality housing that remains affordable for generations. Our work specifically targets creating and expanding housing with lasting affordability, using a racial equity lens.

Our organizational culture is evolving and strives to address critical thinking and consciousness about race and class as an integral part of advancing our affordable housing mission focus. We seek candidates who are dedicated to achieving measurable racial equity impact as both a process and outcome of our mission. We are continually working toward building a staff team that is as racially and culturally diverse as the communities that we serve. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

### The Position

We are seeking a dynamic, mission-aligned individual with a passion for nonprofit communications. Reporting to the Chief Operating Officer, the Director will plan and execute communication strategies that drive support for our vision to scale housing solutions with lasting affordability, elevate our position as a national community development leader, and support the expanded use of inclusive housing policies and innovative community-led nonprofit programs to rapidly advance equity, inclusion, and racial justice. This position offers a tremendous opportunity to lead the development and implementation of high-quality external messaging and thought leadership content that elevates our brand, facilitates and achieves prominent national media coverage, and highlights our central role in various national strategic partnerships such as the CEO Circle of Color. The position also leads professional media engagement and promotion of our high-profile national conference.

The Director works collaboratively with internal and external stakeholders to set and guide the strategy for all communications and public relations. This individual will also develop, manage, and oversee the annual communications department budget, provide leadership, guidance, and direction to a staff of two communication professionals, and manage a team of consultants. The communications team works closely with the technical assistance, policy, and training and events teams to engage Grounded Solutions Network's membership. The team supports office staff located in Washington, D.C., and remote staff across the country.

## ROLE OVERVIEW

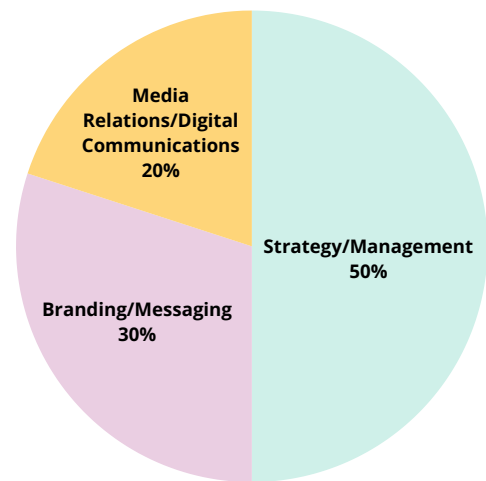
The primary goal for this position is to lead external-focused strategic communications activities including web-based content, press engagement, printed collateral, and industry publications.

### Strategy/Management (50%)

- Provide strategic communications counsel to the CEO, CPO, staff, and occasionally to external partners
- Identify priority target audiences and develop key messaging frameworks based on organizational prioritized themes
- Develop and implement marketing plans to promote awareness of services, trainings, events, and policy priorities, build membership, and promote adoption of tools and resources
- In collaboration with appropriate staff, manage the production and dissemination of electronic and print materials such as e-newsletters, promotional materials for events, fundraising materials, membership campaigns, annual reports, and policy alerts
- Develop and manage the communications budget and work plan in alignment with organization's strategic goals
- Manage relationships with multiple external consultants, such as PR consultants, marketing consultants, copywriters, copy editors, web developers, graphic designers, photographers, and videographers
- Manage and mentor communications staff to help them achieve success in their roles and support their professional development
- Support communication activities for our national conference and other key organizational events
- Oversee a revamp and ongoing strategic management of Grounded Solutions Network's website to enhance the brand and tell our story

### Branding/Messaging (30%)

- Refine the organization's brand guidelines and craft standard language to message the connections between race, housing inequalities, and the critical need for resources to expand our lasting affordability focused solutions
- Maintain and strengthen the organization's "voice" through message development, issue framing, and overseeing (with support of consultants as needed) exceptional, detail-oriented writing and/or editing of the organization's external communications with an eye toward style, substance, and political or other sensitivities
- Develop comprehensive communications campaigns for new programs, major publications, and other major initiatives
- Oversee and maintain the integrity of the organization's visual brand
- Oversee all marketing, communications, and messaging for the national conference to ensure high attendance and high-quality content



## ROLE OVERVIEW (cont.)

### Branding/Messaging (30%) (cont.)

- Participate, as appropriate, in conferences and other events by providing communication support and possibly developing and presenting panels or training

### Media Relations/Digital Communications (20%)

- Manage media relations, including fielding press inquiries, building relationships with reporters, and identifying media hooks for proactive press outreach based on current housing program and policy developments, and growing the organization's media contact list
- Identify and cultivate relationships with key media and national partners and respond to media inquiries to advance brand and thought leadership
- Generate and proactively engage senior program staff in creating ideas for press outreach and contributed press pieces (op-eds, blogs, articles)
- Oversee organization's social media accounts, direct social media presence, and set communication guidelines for social media activities
- Oversee digital communication campaigns and content across email, web, and social media platforms

## THE IDEAL CANDIDATE

The ideal candidate for the Director of Communications position possesses the following competencies:

<b>Strategic Communications</b> Master crafting and implementing communication strategies that elevate the organization's mission and public image, focusing on innovative methods to enhance impact in housing and racial equity.	<b>Brand and Messaging</b> Responsible for the integrity and consistency of the organizational brand, ensuring that messaging effectively links racial equity, housing disparities, and community-focused solutions across all platforms.	<b>Media Engagement</b> Skilled in managing media relations, developing compelling narratives for media coverage, and building relationships with journalists to promote the organization's initiatives and impact.
<b>Digital Strategy</b> Oversee the organization's digital presence, including social media, websites, and online campaigns, utilizing digital trends and analytics to engage audiences and assess content impact.	<b>Leadership and Budget Oversight</b> Lead the communications team and manage external consultants, mentor staff, and handle the communications budget, ensuring efficient resource allocation aligned with strategic goals.	<b>Project Collaboration</b> Efficiently manage diverse, collaborative projects with multiple internal and external stakeholders, ensuring seamless coordination and productivity to support the organization's objectives.

## THE IDEAL CANDIDATE (cont.)

### Additional Qualifications

- At least eight years of experience, ideally in an “in-house” leadership role within a mission-focused nonprofit organization, creating and managing strategic communications implementation, media relations and various outreach tactics
- A strategic thinker who is able to connect communications strategies to programmatic objectives and identify synergies across technical program areas
- Experience in successfully managing staff, budgets, and external consultants
- Experience in using key performance indicators to evaluate communications campaigns and overall impact
- Demonstrated commitment to public service and racial equity, with enthusiasm for Grounded Solutions’ mission
- A highly effective project manager who enjoys creating and implementing new initiatives, with the ability to successfully oversee multiple simultaneous projects with competing deadlines and experience managing large, complex projects with multiple stakeholders
- Demonstrated track record of transforming technical information into powerful messages
- Highly collaborative work style, with experience developing and implementing communications strategies with associated timelines and deliverables clearly established
- Proficiency with MS Office Suite and social media tools and experience with or willingness to learn the tools we rely on, such as Campaign Monitor, Muck Rack, Salesforce, Dropbox, Zoom, and Asana
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels

### Additional Preferred Qualifications

- Bachelor’s Degree in Public Relations, Communications, Business, or a related field

## WHO WE ARE

### Work Environment

- Supportive, stimulating, and collaborative environment with passionate colleagues dedicated to building community, equity, and justice
- Opportunities for professional growth and development
- Competitive, comprehensive benefits package including health, dental, matching 401k, and paid time off

### Our Commitment to Diversity, Equity, & Inclusion

Grounded Solutions believes that our team should reflect, respect, and understand the diversity of backgrounds, identities, and experiences of the communities that we serve. We strongly encourage people of color, people of all gender identities, people with disabilities, and LGBTQ+ candidates to apply. Studies have shown that men apply for jobs when they meet only 60% of the qualifications, but women only apply if they meet 100% of them. If you are unsure that you qualify for the position but think you’d be great at the role, we encourage you to apply anyway. If you don’t have the minimum qualifications, you may be offered a different position and title, and we would partner with you to help you gain the skills necessary for the position as posted.



## COMPENSATION AND BENEFITS

**Salary:** \$100,000 - \$130,000

- Generous low-cost medical, dental, and vision for employees and their families
- Employer-sponsored health spending account with eligible plans
- 20 days paid time off in Year 1 (increases to 25 days in Year 2 and more over time)
- 12 weeks of parental leave following the birth or adoption of a child
- Short & long-term disability
- Generous annual holiday schedule, with 12 paid holidays annually
- Up to 4% company 401k contribution based on your salary

## TRAVEL

Approximately 4 to 6 trips per year of domestic out-of-state, as needed to attend conferences and company meetings.

## LOCATION

Washington (DC) Metro Region preferred. Grounded Solutions Network has a physical office located in Washington, DC, with additional staff working from home or co-working spaces throughout the contiguous 48 states. Other locations with direct local access to a major airport will also be considered. All staff are expected to demonstrate the ability to work remotely while maintaining high levels of efficiency and productivity and communicate effectively with their supervisor and colleagues.

## TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by August.

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[Submit an application](#)