TITLE: Director of Communications & Strategic Initiatives

*People United for Sustainable Housing (PUSH Buffalo) seeks a Director of Communications & Strategic Initiatives to lead external communications to boost our issues-based organizing and policy campaigns; and to help bolster internal communications and strategic initiatives throughout the organization.*

**About PUSH Buffalo**

PUSH Buffalo is a community-based non-profit located on Buffalo’s West Side. The organization was founded in 2005 as a membership organization that would combine community development and community organizing activities to address displacement and improve Buffalo’s West Side. Our mission today is to mobilize residents to create strong neighborhoods with quality affordable housing; to expand local hiring opportunities; and to advance social, economic and environmental justice in Buffalo.

At PUSH we know that our current systems are not designed for the sustainable, regenerative future we need in our neighborhoods, cities, regions, states, and country. By design, they put people over corporate profit, and fail to address the disproportionate marginalization of Black, Indigenous, and People of Color (BIPOC), and poor and working-class communities. At PUSH, we build community power for a Just Transition by organizing people and money to secure housing, climate, and environmental justice campaign victories that lead to transformative, structural change. At the same time, our New Economy Department works to develop and implement community-based solutions on the ground in our neighborhood.

**About the Position**

The Director of Communications & Strategic Initiatives will directly supervise the work of PUSH Buffalo’s Communications Specialist and Web Development and Interactive Design Specialist, while providing overarching strategic direction to PUSH’s communication work across departments in service of the organization’s mission and specific campaign, programmatic, and project goals.

As Director of Communications, this person will meet regularly with PUSH’s Senior Management Team, individual PUSH departments, and PUSH members to pitch and advise on both long-term and rapid-response communications that build narrative power for the organization and its members. The Director will create strong systems for centralized strategic communications while simultaneously building scaffolding for and supporting a culture of distributed communications that empowers staff and members to become effective public leaders.

As Director of Strategic Initiatives, this person will provide structural leadership and oversight of the organization’s various communications needs and systems. This position will be the primary point of contact for and to liaison with the information technology (IT) team (in-house and/or external) to coordinate: website development, community-facing technologies,
membership database management, hardware management and networking. Although this is a director-level position with supervisory responsibility, the person in this role will be expected to understand and act as an administrator to some of these systems as the unit grows, in collaboration with the Deputy Director of Administration.

Key Duties and Responsibilities

Strategy
- Develop and maintain a strategic communications policy for the organization. The policy will outline different communications channels, their purposes, and uses; orient key staff to effective communications strategies and tools; and formalize content and style guidelines for the organization.
- Conduct department and organization-wide strategic communications needs assessments as necessary.
- Create, share and maintain a writing/verbal style guide for the organization to use in all printed, digital and external communications efforts.

Leadership & Personnel
- Supervise the work of the Communications Specialist and Web Development and Interactive Design Specialist. Develop quarterly and weekly work plans with staff. Submit department Board reports to the Executive Team.
- Oversee all aspects of technological infrastructure with the support of in-house staff and third-party vendors, including website development, community-facing technologies, database management, hardware management and networking.
- Develop and lead strategic communications training for staff and members as necessary.
- Maintain quality control over all PUSH and affiliated websites and social media accounts, ensuring consistent and complementary design standards, messaging and framing.

Public Relations
- Pursue earned media opportunities with local, state, national, and international media outlets. Lead all PUSH media engagement activities, including fielding and redirecting media requests, drafting media advisories and press releases, securing quotes from staff and members, reporter interview scheduling and speaker prep, media outreach and follow-up.
- Inventory and archive on PUSH’s website earned media placements, featuring PUSH staff and members.
- Represent PUSH in local, state, and national coalitions where communication-working groups or committees are formed. Serve as the primary point of contact with coalition staff and members on communications-related matters.
Digital Marketing

- Manage PUSH’s social media accounts. Create original content and re-post relevant third-party content or content shared by movement allies and coalition partners. Guide staff in the distributed use of PUSH social media channels and provide training as necessary to ensure high standards are consistently met.
- Develop social media plans for PUSH’s issue-based campaigns. Develop social media toolkits to share with staff and partners. Create social share content, e.g., memes, graphics, etc., and/or outsource content needs to third party design vendors as necessary.
- Manage the PUSH website’s blog. Draft original content for the blog and solicit original content contributions from staff and members.
- Manage the monthly PUSH newsletter. Draft original content for the newsletter and solicit original content contributions from staff and members. Distribute the newsletter across appropriate digital channels and coordinate third party printing and mailing.
- Manage organizational web development. Direct design decisions around PUSH and affiliated websites. Develop original web content in consultation with relevant staff.
- Perform other related duties as assigned.

Qualifications

The ideal candidate will possess:

- Minimum of 5 years of strategic communications experience, including 2 years of direct management experience, ideally in a diverse multi-racial, multi-gender, multi-ethnic workplace environment.
- Demonstrated ability to communicate clearly, effectively, and powerfully in writing and orally around the intersections of issues directly relevant to PUSH Buffalo’s mission and campaigns.
- Bilingual or multilingual proficiency preferred.
- Experience working on economic justice, environmental justice, energy democracy, and social justice issues.
- Knowledge of national, state, and local grassroots movement organizing history, principles, and practices, as well as major policy shifts.
- Experience working with communities of color, immigrant communities, and/or people whose first or only language is other than English is highly desirable.

Physical Requirements

The physical demands 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:

- Remote work from home.
- Local, state and national travel may be required.
Light physical effort in an office environment.
- Frequent computer use.
- Primarily sedentary work with occasional bending and reaching.
- Maintain a high energy level; comfortable performing multi-faceted projects in conjunction with day-to-day activities.
- Regularly required to speak clearly and hear the spoken word as well.

Join our team and build your career with us!

**Compensation and Offerings**
PUSH Buffalo offers a competitive salary and a generous benefits package. The salary for this position is in the range of $52,000-$55,000, depending on experience and skill set.

Applications will be reviewed and acknowledged as they are received. We aim to fill this position by early fall 2020.

PUSH pays for employee benefits package, including:
- Health
- Dental
- Vision

PUSH provides the following offerings:
- Generous paid time off package
- Flex time
- Employee Assistance Plan
- Supportive, stimulating and collaborative environment with passionate colleagues dedicated to building community, equity and justice.
- Opportunities for professional growth and development.

**How to Apply**
Proposals will be accepted until the position is filled and will be considered on a rolling basis. Proposals should include a letter of application (i.e. a short letter introducing yourself and your interest in the position), resume, and contact information for two professional references.

*Proposals will only be accepted by email, and should be sent to:*
Harper Bishop
Director of Movement Building
harper@pushbuffalo.org

*PUSH is an equal opportunity employer. PUSH recruits, employs, trains, compensates and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.*
At PUSH, we have a clear vision: to be the place where a diverse mix of talented people want to come, to stay and do their best work. Our organization runs on the hard work and dedication of our passionate and creative employees.