

Communications Manager
Media Relations Team, Enterprise Marketing & Communications Department
Job Description

About Enterprise

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For nearly 30 years, Enterprise has introduced neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than \$11 billion in equity, grants and loans to help build or preserve more than 280,000 affordable rental and for-sale homes to create vital communities. Visit www.enterprisecommunity.org and www.enterprisecommunity.com to learn more about Enterprise's efforts to build communities and opportunity.

Job Summary

The Enterprise Marketing & Communications team is a highly performing group of experienced and passionate professionals who understand and believe in the power of marketing and communications to advance Enterprise's mission and business. Our job is to tell a powerful story across all media in an integrated and consistent way. To do this, we function on an agency model where team members serve as both Client Leads who provide a single point of entry into our department for assigned business lines, program areas, and initiatives, and in a functional capacity. The Communications Manager will provide strategic media relations counsel to internal clients such as company executives and subject matter experts, and design and execute broader marketing and communications plans that advance the business and philanthropic priorities of the company. When serving in a Client Lead capacity, the Communications Manager will manage and coordinate the delivery of services from across all Marketing & Communications functional areas: Editorial & Design Services, Event Marketing Services, Online Services, and with Media Relations colleagues.

The person will demonstrate superior judgment by using limited resources to obtain the best possible results with minimal supervision. The Communications Manager is the primary back-up for media relations and reports to the deputy director of Marketing & Communications. The position may be based in **Los Angeles, San Francisco, or Seattle** with periodic travel to Enterprise headquarters in Columbia, MD.

Duties

Job responsibilities include: managing tasks on several client projects concurrently, interacting with members of the Client Lead teams on a daily basis, and strengthening Enterprise's relationships with top-tier news organizations. More specifically, the ideal candidate will be able to identify, build and manage media relationships, and anticipate, prepare for, and manage media issues. Integrate social media as appropriate. Support the team with research, tracking and compiling media clips and summaries. The candidate must be able to demonstrate solid written and verbal communication skills with experience in developing communications plans, press materials, pitches, op-eds and blog or social media postings. Candidate should be organized, interested in affordable housing-related issues, and ready to hit the ground running as part of a fast-moving team.

- Operates within team environment, juggling multiple priorities

- Is organized and exhibits critical attention to detail
- Coordinates and communicates with client teams frequently to execute on deliverables
- Is responsive and proactive in meeting the needs of clients
- Coordinates company responses to media inquiries within deadline
- Demonstrates interest in a variety of affordable housing-related issues
- Thrives in a fast-paced environment
- Executes assignments within deadline and adheres to quality standards

Planning, Management and Administration

- Assists in the department's long-term and annual planning and budgeting process
- Participates in the ongoing education and training of junior staff
- Represents the deputy director in his/her absence on media relations issues

Project Management

- Identifies goals, requirements, scope and time and cost estimates
- Identifies and gets consensus on project approach, schedules, deliverables, tasks and resources required
- Tracks execution of project and budget; manages schedule, deliverables, milestones, etc.

Qualifications

The ideal candidate would possess the following skills:

- An undergraduate degree and 7-10 years in PR/Communications
- Proven track record of working with the press to garner positive coverage
- Agency experience strongly preferred
- Experience working with top tier media and housing/finance trade press a plus
- Strong written and verbal communication skills
- Superb project manager
- Flexibility to work with a diverse set of clients and colleagues
- Creative thinker
- Deadline driven
- Accepts new challenges readily
- Proficiency in social networking tools is preferred