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Location: Downtown Los Angeles
Terms: Full-time position
Salary: \$95,143 - \$142,715
Appointments are typically made between the minimum and the midpoint of the range, depending on qualifications.

Director of Communications

Over the past five years, the cities, county and voters of Los Angeles have invested unprecedented levels of resources, attention, support and collaboration to address the human tragedy of homelessness in our communities. Against a backdrop of an estimated shortage of 565,000 affordable housing units to meet the population of low-income renters, a 32% spike in median rents, and a decrease in median income, the forces pushing people into homelessness stubbornly persist. Homelessness continues to occupy the attention of voters, who voted in 2016 and 2017 to invest billions of dollars over the next 10 years in housing and services. They want to know if their votes are making a difference.

Fortunately, collaboration among the public, private and philanthropic sectors to implement a joint comprehensive strategy to reduce homelessness is showing early signs of success. Every day, efforts by the Mayor, the County Supervisors, the United Way of Greater Los Angeles and more than 300 service providers help our neighbors into homes. At the center of this wheel sits the agency empowered to lead the city and county's response to homelessness: the Los Angeles Homeless Services Authority (LAHSA).

Two years into Prop HHH and one year into Measure H implementation, LAHSA is wrestling with the effects of a growth spurt. The agency has more than tripled in size in three years, from a \$74 million annual budget to \$302 million as of Dec. 2018. The organization has evolved from a pass-through funding agency into a driver of excellence and critical technical support to the providers helping Angelenos out of homelessness and into homes every day.

With this growth, and the peak of public investment and attention, comes an increasingly urgent demand for information and impact. Public sector leaders and partners crave the insights that could be gleaned from the wealth of data LAHSA maintains about housing placements, outreach efforts and more. They believe that our strategies to reduce homelessness are working, and they want evidence—more frequent updates on the story of impact that the data could be telling us. The public hungers to know whether their investment is making a difference, as they continue to see their neighbors sleeping in cars, tents and sidewalks; they want to know more about the programs and services in place to help address this human crisis. And the growing staff of LAHSA and the providers it funds, who are working hard every day to make a difference, are eager to see the forest for the trees and understand how their work fits into the collective regional response to homelessness. LAHSA's leaders know that their fellow employees and providers are a source of a wealth of insights; they only lack the systems and processes to regularly uncover, analyze and share them.

Classification Standards:

LAHSA is seeking a strategic, ambitious and creative **Director of Communications** who will build awareness, understanding and support across L.A. County of how our collective efforts to reduce homelessness are working; of LAHSA's role and positive impact in that work; and that we have more work to do as a community to solve the housing crisis which continues to push more people into homelessness.

Reporting to the Chief Operating Officer, the director will implement LAHSA's strategic communications plan, working with the LAHSA leadership team and partners at the City and County of Los Angeles to shape the news and data into narrative form for public understanding. As a member of the leadership team, the director will create and implement communications strategies and tactics that advance that narrative with key audiences across Los Angeles. The director will manage a team of two communications specialists who support the organization's media relations and social media activities.

Key Responsibilities:

- Lead a communications department that elevates LAHSA's visibility and public understanding of its work, including developing messaging, talking points, speeches, news conferences or other media events, and communications plans to increase awareness of LAHSA initiatives
- Lead media relations activities, including generating positive earned media for LAHSA's actions through pitching, media advisories, press releases and building reporter relationships
- Act as a spokesperson and lead ongoing media and speaker training for LAHSA spokespeople; develop and share talking points regularly with LAHSA leaders, staff, providers and partners so they are equipped to be effective ambassadors of the organization's work
- Oversee the editorial strategy and content development for LAHSA's social and digital media channels, including the web site, Twitter, Facebook, and email newsletters
- In partnership with LAHSA's outside communications agency, implement LAHSA's newly developed strategic communications plan, including launching new strategies and tactics to increase understanding of LAHSA's work
- Advise on communication strategy and talking points for new LAHSA policy and program initiatives in partnership with LAHSA staff
- Measure and analyze the impact of LAHSA's communications function and media coverage, continuously adjusting to improve effectiveness
- Work in close coordination and collaboration with communications partners at the City, County, and within philanthropy advancing the city/county strategy to address homelessness
- Offer preparation and advice to the Executive Director and key leaders on media appearances and public speaking engagements
- Manage a team of two communication specialists, building their skills while elevating visibility of LAHSA

Desired Qualifications:

- Excellent writer and communicator, with ability to recognize and craft compelling stories and narratives that advance understanding and inspire audiences to take action
- Successful track record of building public awareness and support of a public policy issue or cause, developing and running public education campaigns through digital and social media channels and news vehicles
- Achievement in creating and managing public relations programs, including writing talking points, media materials, and media outreach
- 6-8 years leading a communications/policy function, ideally for a progressive cause, philanthropy or political organization

- Experiencing managing and inspiring teams, cultivating communication skills and expertise
- Mindset and core values of service to the greater good, transparency, collaboration and teamwork, a bias toward action; someone who thrives on achieving results and building and maintaining solid relationships with internal partners and clients
- Proven track record of success writing and developing key messages and providing tools and training to align messages among organization stakeholders
- Substantial subject matter expertise around housing and homelessness policy and programs
- Strong relationships and knowledge of Los Angeles civic leaders and media
- Success building and maintaining coalitions and harnessing their power to influence policy
- Expertise and attunement to advancing racial equity and sensitivity to the diverse experiences and perspectives of people of color; Spanish fluency a plus

To Apply, please go to www.lahsa.org/jobs