

COMMUNICATIONS DIRECTOR

COMPENSATION: Based on experience

FLSA: Exempt

LOCATION: Boston, MA

CONTACT: jobs@naca.com or 617-250-6222 ext.1221

BENEFITS: Comprehensive package: single/family health, vision, dental, 401(k) and more

WEBSITE: www.naca.com

NACA

NACA is the country's preeminent non-profit homeownership and advocacy organization with over two million Members through over forty-five offices nationwide. Over the past thirty years NACA has established a track record that has earned both the respect and fear from others in the lending industry. NACA stands out in the following areas: 1) It is the most effective organization in the country in providing affordable homeownership; 2) It is the place to work to fight for economic justice for those dedicated and willing to work hard; and 3) It provides unprecedented opportunities for staff to do well financially by doing good.

Started in 1988, NACA has won campaigns against some of the country's most powerful companies and individuals that engaged in predatory and discriminatory lending. NACA's success is a result of its aggressive, confrontational advocacy and state-of-the-art systems and operations. The purchase program provides comprehensive counseling as HUD's largest housing counseling agency (through its Neighborhood Stabilization Corporation subsidiary) with access to NACA's Best in America mortgage: no down payment, no closing costs, no requirement for perfect credit and always at a below-market, fixed interest rate. NACA has over \$15 billion in mortgage commitments from the country's largest lenders to support this program. Through its HomeSave program for homeowners with an unaffordable mortgage, NACA is also the most effective in providing affordable solutions and has done so for over 250,000 at-risk homeowners nationwide.

Built on this track record of success, NACA is undertaking rapid expansion across the country with the hiring of many additional staff nationwide. NACA continues its aggressive advocacy in fighting for economic justice for low-to-moderate income people and communities. In addition to affordable homeownership, NACA takes on economic justice issues such as student debt, tax equity, income inequality, environmental and other issues. Employees at NACA have a tremendous impact on the communities and the Members they serve. For more information about NACA, its history and programs, visit www.naca.com.

COMMUNICATIONS DIRECTOR

NACA seeks an experienced, passionate, and entrepreneurial communications professional to raise the visibility of the organization and communicate the impact of its work. Part of a rapidly growing leadership team, the Communications Director will be responsible for developing and implementing a national communications strategy that supports existing best-in-class programs and raises the profile of NACA's initiatives and campaigns both nationally and in local markets. Reporting directly to a highly visible CEO, the Communications Director will ensure that NACA's work and mission are widely and accurately publicized. NACA's campaigns and advocacy efforts often involve demonstrations and actions targeted against individuals, corporations, and

government entities that are on the wrong side of fair lending and economic justice issues. The communications and media coverage around these actions must be targeted and clear. NACA's advocacy approach is based on confrontational, aggressive direct action to confront decision makers where they live and socialize. Recent campaigns by NACA have been covered by the New York Times, Washington Post, Boston Globe, Wall Street Journal, CNN, ABC Nightly News, MSNBC, CNBC, National Public Radio, international media and numerous others. In 2007, NACA's Founder and CEO, Bruce Marks, was named Boston Globe's Bostonian of the Year.

In addition to supporting a growing, high profile organization, the Communications Director has the opportunity build a strong communications infrastructure, hire and manage a national communications team, and develop NACA's Communications Department as it conducts several exciting initiatives - including an on-site radio studio, state-of-the-art podcasts, website enhancements, and social media - to enhance two-way communications with NACA's two million plus members and others. NACA's communication activities will grow markedly as it launches multi-state initiatives focused on student debt, criminal justice and economic justice issues.

The ideal candidate will be an energetic, high level communications professional with a background in strategic marketing and communications planning and a demonstrated ability to leverage social and traditional media platforms for maximum press exposure. She will bring exceptional management and leadership abilities in addition to strong political judgment, campaign communications experience, nationally respected, savvy, persuasive speaking, writing, and influencing skills. A personal and professional commitment to social and economic justice, strong work ethic, relentless pursuit of success, and comfort pushing forward in ambiguous and uncertain situations are essential.

JOB RESPONSIBILITIES:

Leading a team of communications professionals, the Communications Director will be charged with setting strategy and overseeing implementation of all NACA's communications and public relations efforts. These include community and Member engagement, market analyses, public and media relations campaigns (including identification and pursuit of media contacts), and marketing efforts to promote NACA's work and elevate its profile online, on tv/radio, and in print.

- **Develop and implement a communications and media strategy.** Oversee all aspects of the organization's communications in close partnership with the CEO. Expand and grow a national communications team to meet ambitious communications and public relations goals nationally and in local markets where NACA operates.
- **Develop NACA's communication capabilities, infrastructure, and processes.** Establish and manage a database of media and public affairs contacts. Enhance and manage NACA's website and social media communications. Train NACA staff to work with the media and effectively promote NACA, its mission, and campaigns. Identify high-potential communication staff and provide effective training and development for new staff and to support existing staff.
- **Manage NACA's Media outreach efforts.** Establish contacts and solid working relationships with national and local media, with additional involvement as needed with politicians, community leaders, and others. Identify and create local and national media and public affairs opportunities and activities for NACA and its staff and Members. Respond to press inquiries, draft press releases and media advisories, and track daily press coverage. Work with NACA's community organizers and other staff to identify media opportunities to support NACA's campaigns. Identify and supervise targeted mailings and the distribution of materials and information.

- **Represent NACA publicly.** Participate in public hearings, meetings and other activities such as NACA's advocacy campaigns. Serve as spokesperson, along with CEO Bruce Marks, for NACA on all issues.
- **Help steer the organization.** Play a leadership role in the development and implementation of NACA strategy and policy.

TIME DEMANDS:

The Communications Director must be able to meet the demands of the job that consists of 50+ hours a week. This is a very demanding leadership position requiring tremendous dedication and the willingness and ability to work long hours including evenings and weekends. National travel is expected.

COMPENSATION:

This is an exempt position with salary based on experience, skills, degrees and certifications. The candidate's performance evaluation and future compensation is largely based on meeting the Job Responsibilities, Competencies and Skills stated herein.

JOB QUALIFICATIONS

NACA seeks leaders with a positive and open attitude, a strong work ethic and relentless commitment to success with attention to detail and ability to meet aggressive deadlines and ambitious goals. S/he is expected to have a high level of core competencies and skills included in one's personal characteristics and professional experiences in the following areas: communication, organizational skills, professional skills, professionalism, customer service, time management, positive leadership, computer skills and being mission-driven. The **Core Competencies & Skills** are described in detail at www.naca.com.

EDUCATION & CERTIFICATIONS:

- Bachelor's degree – Required.
- Advanced degree – Preferred.
- Certifications, training, and licenses that demonstrate important knowledge and credentials - Preferred.

EXPERIENCE & SKILLS:

- Seven (7+) years leadership experience in the field of communications.
- A successful record of developing and implementing complex communications and public relations strategies, including campaign experience.
- Demonstrated background in media and communications planning and a proficiency in leveraging social and traditional media platforms for maximum local and national exposure.
- Significant leadership and management experience supervising communications professionals and building and aligning a communications team.
- Demonstrable focus, resilience, and the problem-solving skill to develop solutions under challenging circumstances. The judgment, maturity, and savvy to manage up and down effectively, working and delegating in order to meet aggressive deadlines and ambitious goals.
- Highly developed interpersonal skills, tenacity, and emotional intelligence, including a demonstrated ability to work under pressure and in a fast-paced environment.
- Impeccable writing, editing, presentation and oral communication skills, as well as an ability to synthesize and translate complicated information into clear, compelling language.

- A credible and engaging personal presence.
- Ability to think critically, make decisions, and justify recommendations based on data and analysis. Willingness to think entrepreneurially and creatively. The willingness and ability to work long hours including evenings and weekends. Extensive national travel is expected.
- Background in mortgage industry and/or non-profit helpful, but not required.
- Ability to write and speak languages other than English, particularly Spanish, is a plus.

APPLICATION PROCESS

Applicants must complete the application at www.naca.com.

NACA is an equal opportunity employer. Minority and bilingual individuals, particularly those who speak and write in Spanish, as well as second change applicants are strongly encouraged to apply. To follow-up and for inquiries regarding this and other positions contact NACA's HR Department at jobs@naca.com or call 617-250-6222 ext.1221.

This job description is solely for descriptive purposes with NACA reserving the right to make unilateral changes to this job description including the compensation for all staff or on an individual basis. NACA may also change the compensation during campaigns, activities and events at its discretion. This does not constitute a contract for employment. Nothing herein shall limit NACA in its sole discretion from terminating a Counselor for any reason or no reason with employment on an "at-will" basis.