

## **MEDIA SPECIALIST**

COMPENSATION: Based on Experience

FLSA: Exempt

LOCATION: Boston, MA (preferred)

CONTACT: [jobs@naca.com](mailto: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](http://www.naca.com)

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### **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](http://www.naca.com).

### **MEDIA SPECIALIST**

NACA is a high-profile community advocacy organization with a large membership base that is seeking to continue to raise the profile of NACA's programs, initiatives and campaigns. 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.

The focus of this position is on media relations. This involves working with local and national media to get positive coverage of NACA and its various programs including its ground-breaking

'Achieve the Dream' events. The Media Specialist would create and edit press releases and reach out directly to journalists, reporters, news producers and editors. S/he would also have a key role in developing exciting new communication initiatives at NACA including radio ads, podcasts, website enhancements, and social media. NACA's communication activities will grow markedly as it launches multi-state initiatives focused on student debt, criminal justice and economic justice issues.

NACA is looking for a very driven, creative individual with a passion for promoting NACA's mission and ongoing initiatives and actions to both local and national audiences. The ideal candidate is an energetic media savvy professional with a background in TV, print and/or radio with experience as a reporter, editor and/or producer.

### **JOB RESPONSIBILITIES:**

A successful candidate will be responsible for media relations including but not limited to:

- Establish contacts and solid working relationships with national and local media, with additional involvement as needed with politicians, community leaders, and others.
- Respond to press inquiries, draft press releases and media advisories, and track press coverage. Identify media and public affairs opportunities.
- Engage in the creation and execution of targeted mailings and the distribution of materials and information about NACA programs, events and advocacy campaigns.
- Work with NACA's community organizers and other staff to identify media opportunities to support NACA's campaigns and promote community and Member engagement.
- Craft messaging for 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.
- Establish and manage a database of media contacts.
- Enhance and manage NACA's website content and social media communications.
- Work with NACA staff to effectively promote NACA, its mission, and campaigns.
- Engage in the creation of internal communication to NACA staff and volunteers.
- Provide event assistance.
- Other tasks as assigned.

### **TIME DEMANDS:**

The Media Specialist must be able to meet the demands of the job that consists of 55+ hours a week. This is a demanding position requiring dedication and the willingness and ability to work long hours including evenings and weekends. Extensive national travel is required.

### **COMPENSATION:**

The salary is based on experience and skills directly related to this position such as experience and connections in various media. The candidate's performance evaluation and future compensation is largely based on meeting and exceeding the Job Responsibilities and other job tasks.

### **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](http://www.naca.com).

### **EDUCATION & CERTIFICATIONS:**

- Bachelor's degree – Required.
- Training and certifications that demonstrate important knowledge and credentials - Preferred.

### **EXPERIENCE & SKILLS:**

While all the below experiences and skills are not required, the extent a candidate has them the stronger the application.

- Experience as a reporter, producer or editor.
- Experience in presenting on TV or radio.
- Experience with the media representing a politician, government or private section entity.
- Extensive contacts and solid working relationships with local and media contacts.
- Extensive contacts and solid working relationships with politicians, community leaders and others.
- Experience in navigating various media to get access.
- Large number of media contacts.
- Strong interpersonal skills with the ability to create tailored messaging to different audiences.
- Strong 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.
- Willingness to think entrepreneurially and creatively.
- 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](http://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](mailto: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. This does not constitute a contract for employment. Nothing herein shall limit NACA in its sole discretion from terminating an employee for any reason or no reason with employment on an "at-will" basis.