



## Massachusetts Housing and Shelter Alliance Communications Manager

**About MHSA:** The Massachusetts Housing and Shelter Alliance (MHSA) is a statewide nonprofit organization based in Boston whose mission is to end homelessness in Massachusetts through housing, collaboration, education, and the implementation of innovative, outcome-based programs that reduce the public's reliance on costly emergency resources. MHSA serves unaccompanied homeless adults, with an emphasis on permanent supportive housing for people with complex medical and behavioral health needs who have experienced long-term homelessness.

**Position Overview:** The Communications Manager is an integral part of the Development Office at MHSA and works closely with the Director of Development (DOD) and President & Executive Director (P/ED) on the overall execution and implementation of MHSA's fundraising campaigns and communication strategies. The Communications Manager ensures all aspects of the organization's graphic design, messaging, marketing, and external presence.

### Direct Mail

- Coordinating with the DOD and P/ED, implement overall strategy and design of direct mail pieces, including appeal and acquisition mailings, and specific campaigns as needed. Provide input related to direct mail design and best practices.
- Serve as primary project manager for newsletters and annual reports, and oversee the content, articles, and layout/design.
- Assist with content creation, including writing and editing. Coordinate interviews with program staff, clients/tenants, or other MHSA contacts for stories and articles as needed.

### Email Marketing

- Develop email campaigns correlating with direct mail campaigns and utilizing best practices. Provide reports and analysis related to performance such as click-throughs and bounce rates.
- Ensure accuracy of email contacts and contact lists, and create new lists as needed.
- Incorporate best practices into MHSA email campaigns and communications. Make recommendations and implement strategies to improve email performance.
- Develop and execute other email announcements or content as necessary; work with MHSA staff for content and details as needed.



### **Special Events**

- With P/ED and DOD, develop overall event strategy and design themes.
- Design and produce event collateral, such as Save the Dates, invitations, program booklets, signage, and sponsorship packages. Coordinate with DOD and Development Specialist for event-related mailings.
- Create graphics for social media and emails related to events. Set up calendar for event promotion and develop related emails and social media posts.
- Create and maintain event websites and registration pages with MHSA branding and event information.
- With P/ED, produce award text and recognitions for honorees.
- Write media alerts and press releases and follow up on all media inquiries.

### **Website**

- Manage overall functionality of website including plug-ins, donation pages, event registration pages, and layouts.
- Monitor SEO performance and provide recommendations to enhance website content and user experience.
- Oversee website content, including accuracy of organizational data and documents, and coordinate revisions and updates as needed.
- Create new website pages as needed and work with appropriate MHSA staff to produce content.

### **Social Media**

- Develop social media strategy and calendar. Draft content related to events and #GivingTuesday, and create social media campaigns related to special projects and other events.
- Work closely with P/ED and Director of Public Policy to manage strategy and posts/responses to support MHSA advocacy efforts and relationships.
- Monitor comments and activity on social media posts; respond as appropriate and follow up with MHSA staff when needed.

### **Audio/Visual**

- Manage production of MHSA webinars, occasionally in collaboration with external PR firm. Coordinate rehearsals, technical support, and recordings with MHSA staff and panelists/speakers. Ensure appropriate branding and MHSA messaging.
- Assist with and coordinate special projects or publicity opportunities as needed.



### **General Marketing/External Relations**

- Work with MHSA staff to develop and maintain materials related to MHSA programs, such as fact sheets and promotional flyers. Design logos or other branding pieces as needed.
- Create branding guide for MHSA materials and implement consistent branding, tools, and messaging with staff.
- Work with external PR firm on media alerts, press releases, maintaining list of media contacts.
- Maintain and organize articles about MHSA media coverage. Highlight on MHSA website and social media channels as appropriate.

### **Other Responsibilities**

- Create materials for donor meetings or donor relations as needed.
- Maintain story bank of tenant photos, stories, consent forms, and profiles.
- Support overall MHSA fundraising strategies or other Development Office or organizational projects as needed.

### **Preferred Qualifications**

- At least five years in marketing or communications.
- Ability to manage various projects and deadlines.
- Thorough understanding of best practices related to marketing strategies, including print and electronic collateral.
- Extensive experience with design programs, specifically Adobe InDesign or similar software, required.
- Meticulous attention to detail.
- Excellent writing and editing skills.
- Expertise related to photography, videography, and video editing preferred.

**Salary and Benefits:** \$55,000-\$60,000; exempt. Excellent benefits include: health and dental insurance (80% employer-paid), pre-tax commuter benefits, 15 days of vacation per year (to start), 15 holidays per year, a 401k retirement plan with generous matching contribution, and more.

**Reports to:** Director of Development

**Location:** Due to COVID-19, the majority of MHSA staff are working remotely. When it is safe and allowable to do so, staff will primarily be working from the Boston office.



**To apply:** Please submit cover letter and resume to Kaye Wild, Vice President at [kwild@mhsa.net](mailto:kwild@mhsa.net) with the email subject "Communications Manager." Application deadline is July 8 and applicants will be contacted during the week of July 11.

MHSA is an Equal Opportunity Employer, committed to a diverse workforce. Individuals from all backgrounds are encouraged to apply; we especially encourage people with lived experience of homelessness to apply.