



# GROUNDED SOLUTIONS NETWORK

strong communities  
from the ground up

<b>Title:</b> Director of Communications	<b>Reports to:</b> Chief Executive Officer
<b>Department:</b> Communications	<b>Status:</b> Full-time, Exempt

## Who we are:

[Grounded Solutions Network](#) is a national nonprofit dedicated to shaping communities to be inclusive and filled with opportunity for all. Where we live matters. It determines what opportunities we have and how our kids grow up. Everyone should be able to live in a place that offers opportunity: access to jobs, parks, public transit, quality schools and stable homes. Strong and inclusive communities provide the foundation that people and families need to thrive, both in the present and for future generations.

As a national membership organization, we support nonprofit and government practitioners, advocates, elected officials, and other housing professionals with the knowledge and support they need. We promote homes that remain affordable for generations and provide the foundation for our communities to be stable and strong, for good.

Grounded Solutions Network was formed in 2016 by the merger of the [National Community Land Trust Network](#) and [Cornerstone Partnership](#). In order to fully realize the mission and vision of our new organization, we have been committed to fostering an organizational culture rooted in critical thinking and consciousness about race and class. We seek candidates who are dedicated to achieving racial justice. We are committed to building a racially and culturally diverse team and encourage candidates from all backgrounds to apply.

## About the Position:

We're looking for a dynamic individual to join our senior leadership team to plan and execute communication strategies to drive support for our financial sustainability strategy, deepen programmatic impact, and elevate our position as a national leader in housing policies and programs for equity, inclusion, and racial justice. This position offers a talented individual tremendous opportunity to oversee and implement campaigns that advance the organization's programs and special initiatives, including a high-profile national conference that attracts several hundred attendees annually.

The Director works collaboratively with staff, consultants, and external stakeholders to set and guide the strategy for all communications and public relations messages and collateral. This individual will also manage and oversee the annual department budget and provide leadership, guidance, and direction to a staff of 2 to 3 communication professionals. The communications team supports staff located in offices in Oakland, Portland, Washington DC and in remote locations across the country.

Grounded Solutions Network is in an exciting period of growth and transformation. We are implementing a 5-year Strategy for Sustainable Impact that focuses on three program areas:

- **Sector Growth and Sustainability** – promotion of a robust ecosystem of housing nonprofits and professionals working to expand long-term affordability in communities around the U.S.
- **Inclusive Housing Policy** – assistance to local and state governments in identifying and implementing policies that help communities achieve objectives of greater diversity, inclusion and opportunity
- **Policy Advocacy** – promotion of sound public housing policies supporting long-term affordability and racial/economic justice.

These program areas are linked in a holistic approach to system change, to build the supply of affordable housing and the conditions for sustainable inclusive communities. The Director will be responsible for shaping messaging and value propositions to attract a growing network of funders, policy makers, housing developers, national partners and other stakeholders interested in promoting equity and inclusion.

The Director of Communications takes a lead role in creating and sustaining a positive organizational culture, and influences others to have positive impact. This individual will actively participate in or leads team and employee meetings, retreats, or initiatives, helps create opportunities to improve efficiencies, and encourages creativity, innovation, collaboration, and problem solving throughout the organization.

## **Key Responsibilities:**

### **1. Strategy/Management**

- Collaborate with key leadership, consultants, and stakeholders to develop and implement a strategic communications plan that advances the organization's robust policy, capacity building, and sustainability priorities through thought leadership and special initiatives
- Lead and mentor a communications team to help them achieve success in their roles and support their professional development
- Oversees and directs the strategies to improve and expand the organization's communication assets, including the development and launch of a new foundational website
- In collaboration with appropriate staff, manages the strategy for producing and disseminating electronic and print materials such as e-newsletters, capacity building resources and tools, promotional materials for events, fundraising letters, membership campaigns, annual reports and policy alerts.
- Support communication activities for our national conference and other key organizational events

### **2. Branding/Messaging**

- Refines the organization's brand and crafts messages to highlight the organization's commitment to racial justice and support staff in developing materials that message the connection between race, housing inequalities, and lasting affordability.
- Develops messaging and communicates complex ideas to a variety of stakeholders
- Continues to expand the organization's identity beyond CLT's and Inclusionary Housing while retaining specificity and transparency in brand messages.
- Develops core communication strategies to increase brand awareness and message content that effectively represents the organization's brand.

- Ensures consistent visual presentation of the organization in all electronic and print materials, in accordance to the organizations brand and style guide.
- Oversees the development of talking points and consistent messaging for the organization as a whole and our work related to fulfilling our mission and vision.

### **3. Media Relations/Social Media**

- Identifies and cultivates relationships with key media and national partners and responds to media inquiries to advance brand and thought leadership.
- Generates and assist in implementing ideas for press outreach and contributed press pieces (op-eds, blogs, articles).
- Drives and ensures social media presence, sets communication guidelines for social media; oversees social media activities.

### **Qualifications for Entry into this Position:**

#### **Knowledge, skills and abilities**

- At least five years experience, ideally in an “in-house” leadership role within a nonprofit managing communications strategies, media relations and various outreach tactics.
- Demonstrated track record of transforming information into powerful messages.
- Highly collaborative work style, with experience developing and implementing communications strategies.
- Experience managing strategic relationships with press and media outlets. Experience managing large, complex projects with multiple stakeholders.
- Demonstrated success managing a team
- Proficiency with MS Office Suite, social media tools, Adobe desktop publishing software and data management systems preferred.
- Excellent written and oral communication skills including production of materials.
- Self-motivated, team-spirited and highly organized; enjoys creating and implementing new initiatives.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Interest and familiarity in implementing digital media best practices (eg. website user experience, email marketing, and social media)

#### **Minimum education level**

Bachelor's Degree required but not limited to Public Relations, Communications, Business, or a related field.

#### **Starting Salary Range**

\$80k-\$90k annually, commensurate with experience.

#### **Travel required**

Approximately 4 to 6 trips per year of domestic out-of-state, as needed to attend conferences and company meetings.

## **Location**

**Washington, DC.** The organization has two primary office locations in Oakland, CA and Washington, DC. The Director of Communications position will be based in Washington, DC to facilitate direct interaction with the Chief Executive Officer. Other Grounded Solutions Network staff, including those supervised by the Director of Communications, may be located anywhere in the contiguous 48 states. All staff are expected to demonstrate the ability to work remotely while maintaining high levels of efficiency and productivity and communicating effectively with their direct supervisor and colleagues.

## **Join our team and build your career with us! We offer:**

- Supportive, stimulating and collaborative environment with passionate colleagues dedicated to building community, equity and justice
- Opportunities for professional growth and development
- Competitive, comprehensive benefits package including health, dental, matching 401k and paid time off.

## **How to Apply:**

Please submit, as 1 document (PDF or word), a cover letter with salary requirements, resume and two writing samples here: <https://form.jotform.com/81365365877167>

Interviews will be conducted on a rolling basis and take place in Washington, DC.