



Communications and Membership Program Manager

About California Coalition for Rural Housing (CCRH)

CCRH is a statewide nonprofit organization that works to ensure affordable housing opportunities for low-income households in California. Formed in 1976, CCRH is one of the oldest state low-income housing coalitions in the country. Through advocacy, community organizing, technical assistance, leadership development, research and education, our goal is to make the case for rural housing improvement and strengthen the capacity of the nonprofit and public sectors to provide affordable housing and related facilities.

Position Summary/About the Position

The Communications and Membership Manager is responsible for creating and implementing communications strategies to raise awareness, promote engagement, and increase fundraising for CCRH. The person in this role works collaboratively with executive, program, and operations staff to design, produce, and distribute marketing materials and content for all of the organization's communication channels in addition to leading event and fundraising efforts to achieve development goals. This position will be responsible for working with an event planner to coordinate CCRH's annual Rural Housing Summit, a highly anticipated event that attracts 300 attendees for a multi-day "unconference" conference. This individual will manage CCRH's online presence and serve as a liaison to news media and maintain excellent relationships with community stakeholders.

This position reports to the Executive Director. This position does not have any direct reports but will be responsible for coordinating with and managing various consultants to complete communications and event related tasks.

Essential Responsibilities and Tasks

Communications (35% time):

In collaboration with other CCRH staff:

- **Communications Strategy:** Develop and manage integrated social media strategy to broaden the reach of CCRH's programs, fundraising capacity, and public awareness of the organization's community impact.
- **Digital Communications Management:** Effectively manage the creation and distribution of engaging content across CCRH's platforms including the website, email blasts, and social media channels.

- Lead the redesign of the organization website to better capture CCRH's work across its various programs
- Unify CCRH's Internship Program social media channels with the main organization social media channels.
- Coordination of the production of an annual report
- Create digital content and graphic design marketing materials for all CCRH programs and activities.
- Create and design printed programs for in-person events, including, but not limited to the Rural Housing Summit and CCRH's Internship Program Graduation event.

Event Planning (30% time)

Rural Housing Summit (25%):

- In coordination with event planner, coordinate logistics and details including meals, room reservations, hotel rooms, entertainment, etc.
- Responsible for event marketing to ensure high attendee count
- In collaborative with the Executive Director, identify and coordinate event sponsors
- Responsible for coordinating conference day-to-day logistics of event
- In collaboration with the Executive Director, determines conference content including coordinating speakers and panelists
- Coordinates Planning Committee and facilitates meetings
- Produces conference program

Other events (5% - as needed):

- Coordinate logistics and details with venue, including meals, room reservations, hotel rooms, entertainment, etc.
- Responsible for marketing to ensure high attendee count
- Responsible for coordinating conference day-to-day logistics of event
- In collaboration with the Executive Director, determines conference content including coordinating speakers and panelists
- In collaborative with executive staff, identify and coordinate event sponsors, when necessary
- Coordinates and facilitates planning meetings as needed

Membership and Stakeholder Relationship Building (25% time):

- Membership Relations: Manage membership database, membership invoicing process, recruitment of new members, and develop membership engagement activities.
- Stakeholder Relations: Maintain communication with and seek partnership opportunities with other housing and community development organizations, including 3rd party fundraising prospects.
- Fundraising: Support the Executive Director in identifying and contacting potential donors.
- Manage donor stewardship, including donor engagement, and send donation receipts annually.
- Research new fundraising opportunities.

Shared Office and Communications Responsibilities/General Admin (10% time)

- Assist CCRH in accomplishing its overall mission
- Assist CCRH in improving internal and external processes for greater efficiency and effectiveness
- Assist in coordinating mission-driven activities and events
- Other duties as assigned

Required Education and Experience

- A minimum of a bachelor's degree
- 2-3 years' experience working in an event planning and/or fundraising capacity and 2-3 years' experience leading a communications strategy; or a master's degree in communications, public relations, or related field and 2-3 years in either an event planning, fundraising, or communications capacity
- Basic graphic design skills
- Clear, concise, and compelling writer with strong copy-editing skills and attention to detail
- Experience running successful social media campaigns, and increasing subscribers and engagement
- Experience working in diverse communities with strong cultural competency skills
- Strong communication skills with ability to foster strong relationships with key stakeholders and decision-makers
- Advanced computer skills in the MS Suite of programs
- Must be able to work independently, be self-motivated, and have strong organizational skills.
- Ability to thrive in a multicultural, mission-driven environment, and collaborate with diverse staff, board, and partners.

Preferred Skills

- Degree equivalent in communications, marketing, journalism or a related field
- Experience working in the nonprofit and/or government sectors; preferably in a housing or community development focused organization
- Organizing experience working with a diverse range of populations and communities
- Familiarity with tribal communities
- Conversant in Spanish or other languages
- Experience with Canva or Adobe products (Photoshop, InDesign, Illustrator)

Attributes

- Commitment to low-income communities and communities of color
- Commitment to CCRH's values of Power With, Integrity & Accountability, Compassion, Curiosity & Inquisitiveness, Equity & Justice, and Inclusion.
- Adaptable, flexible, and capable of working both independently and in team environments
- Entrepreneurial and self-motivated

- Ability to manage multiple projects simultaneously
- Highly organized, with keen attention to detail

Currently this position is remote from home, however, this position requires access to reliable transportation and future time in the downtown Sacramento office multiple days a week.

Salary Range: \$65,000 - \$78,000 annually. This is an exempt position.

Benefits package includes: health insurance (with vision and dental), retirement plan, and generous paid vacation and personal days. CCRH is an Equal Opportunity Employer and considers all employees and job applicants without regard to race, religion, color, gender, age, national origin, disability, veteran status, sexual orientation or marital status, or any other status protected by the law.

Physical and Emotional Demands:

While performing the duties of this job, the employee is required to:

V – Very Often / F – Frequently / O – Occasionally / R - Rarely							
Sit	V	Use keyboard	V	Stoop, kneel, crouch or crawl	R	Hear	V
Stand	O	Use hands to feel	R	Climb or balance	R	Talk	V
Walk	O	Reach with hands/arms	R				

This job requires that the employee must occasionally lift or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. The noise level in the work environment is usually quiet.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The inability to cope with a stressful work environment does not constitute a protected disability.

NOTE TO CANDIDATES:

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. CCRH is committed to building a diverse and inclusive organization. We strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described or if you require reasonable accommodation to apply for or perform job duties. We strongly encourage black, indigenous, and people of color; people of diverse gender identities, women and LGBTQ+ persons to apply.

To apply, please send PDF of resume and a cover letter to andrea@calruralhousing.org with the subject: COMMUNICATIONS AND MEMBERSHIP PROGRAM MANAGER. Please include at least two samples of your design/social media work.