



Massachusetts Housing & Shelter Alliance Job Posting

The **Massachusetts Housing & Shelter Alliance (MHSA)** is seeking a **Communications Manager or Senior Communications Manager** to join our team (job title and corresponding salary will be determined based on qualifications and experience).

As the **Communications Manager**, you will work with senior staff to create a strategy for and manage all MHSA communications to successfully convey our mission and advocacy work, as well as support our fundraising efforts. You will design physical and digital content to be shared to a variety of audiences. The Communications Manager reports to the Director of Development and will work closely with the Advocacy team and other teams at MHSA.

This position might be for you if: You have created successful communications plans and strategies which increase engagement and reach. You are creative and enjoy graphic design, whether creating event invitations or designing the visuals and format for a multi-page report. You have excellent communication skills and are able to take complex information and transform it into messaging that is accessible to a variety of audiences. You enjoy working collaboratively and with a variety of different stakeholders.

Reports to: Director of Development

Status: This position is full-time, 40 hours a week, exempt.

Responsibilities:

- Develop, implement, and evaluate an annual communications plan for the organization including strategic priorities and utilizing various channels.
- Design and manage engaging digital content.
 - Develop and implement a social media strategy and calendar, frequently monitoring performance and accounts for activity and comments.
 - Manage MHSA's website by ensuring functionality, monitoring performance, creating and updating pages and content as needed, and identifying improvements.
 - Create and evaluate email marketing campaigns and manage accurate and up to date contacts.
- Collaborate with and provide support and guidance to various teams on content, messaging, and materials.



- Work closely with the Advocacy team to create content and messaging related to MHSA's mission and priorities.
- Collaborate with teams on the design and production of materials including reports, info sheets, and promotional materials.
- Collaborate with the Director of Development, senior staff, and other staff on event strategy and planning.
- Frequently engage with other MHSA staff to stay up to date on current initiatives, projects, and events to inform content and articles.
- Manage general marketing and communications needs for the organization.
 - Manage the production and printing of hard copy materials such as appeals and newsletters in collaboration with the Director of Development.
 - Design all event-related collateral including invitations, program booklets, signage, registration pages, and accompanying social media posts.
 - Coordinate with our external Public Relations firm on media inquiries, press releases, and publicity strategy.
 - Oversee the implementation of MHSA's brand guidelines and ensure compliance with all materials.
- Other duties as reasonably required to support MHSA's mission and organizational operations.

Qualifications:

- 3-7 years of experience in marketing and/or communications, preferably at a non-profit or advocacy organization.
- Ability to create and execute successful communication strategies.
- Ability to craft messaging that turns complex information into language that is easy-to-understand and accessible.
- Ability to adjust voice to a variety of audiences.
- Familiarity with donor-centric approaches.
- Thorough understanding of best practices around marketing and communications strategies.
- Excellent writing and editing skills with a strong attention to detail.
- Self-starter who enjoys creating and implementing new initiatives.
- Ability to manage multiple projects at a time.



- Ability to work collaboratively across an organization and with senior staff members.
- Experience in graphic design.
- Experience in direct mail campaigns preferred.
- Proficiency in WordPress, Adobe InDesign, Canva, social media platforms, and Constant Contact (or other comparable email marketing tool).
- Commitment to advancing racial and ethnic equity.
- Passion and empathy for the mission of ending homelessness and interest in those prioritized by MHSA's work: adults experiencing chronic homelessness often coupled with physical and/or behavioral health disabilities.
- Must reside in Massachusetts while employed at MHSA.

Compensation and Benefits:

Salary range for the Communications Manager is \$60,000-\$65,000 and the salary range for the Senior Communications Manager is \$67,000-\$72,000 per year.

Many of our benefits (including health, dental, and vision insurance) start on the first day of your employment. Our excellent benefits include:

- Harvard Pilgrim health insurance (80% employer-paid) for individual and family
- Delta dental insurance (80% employer-paid) for individual and family
- EyeMed vision insurance (100% employee-paid at MHSA's lower group rate)
- 401k and Roth retirement plans with 25% employer matching contribution
- Life, long-term disability, and Massachusetts Paid Family and Medical Leave insurance (100% employer-paid)
- Employee Assistance Program (EAP)
- Pre-tax commuter benefits
- Pre-tax Flexible Spending Account (FSA) for out-of-pocket health care expenses
- Pre-tax Dependent Care Spending Account (DCSA) for dependent care expenses, such as daycare, preschool, and summer camps
- 15 days of vacation per year to start, increasing to 20 days at two full years of employment, and 25 days at four full years of employment
- 12 days of sick time per year
- 15 holidays per year, including a floating holiday and a day off for your birthday
- 3 days bereavement leave



- Flexible, hybrid schedule
- Focus on your professional development and growth in the organization
- MHSA is a Public Service Loan Forgiveness employer

Note: MHSA supports a hybrid work environment. Staff are expected to work from the Boston office as needed to ensure maximum performance and results, and at the direction of supervisors.

Application Procedure:

Please submit a resume and **cover letter** to Valerie Cedrone, Senior Operations Manager, at vcedrone@mhsa.net, no later than December 11, 2024. Please put "Communications Manager" in the subject line. Candidates will be interviewed on a rolling basis.

At MHSA, we appreciate the value and richness of different perspectives and experiences. We constantly strive to be a more diverse and inclusive workplace and ensure everyone feels welcomed and engaged as a valued member of the team. MHSA is an Equal Opportunity Employer and is committed to a diverse workforce. Individuals from all backgrounds are encouraged to apply. **If you're excited about this role, but your past experience doesn't align perfectly, we encourage you to apply anyway. You may be just the right candidate for this or other roles. We especially encourage people with lived experience of homelessness to apply.**

About MHSA:

MHSA is a statewide nonprofit organization driving innovation to end homelessness among adult individuals through advocacy and development of outcome-based programs. For more than 30 years, MHSA has been transforming the traditional response of emergency shelter into a system of permanent housing, improved access to support services and healthcare, and other long-term solutions to homelessness. MHSA is an Equal Opportunity Employer offering competitive pay, generous benefits, and fulfilling work in a mission-focused organization. Learn more about MHSA at www.mhsa.net.

See our full EEO policy at <https://mhsa.net/wp-content/uploads/2022/11/MHSA-EEO-Non-Discrimination-Policy.pdf>