



# Housing Assistance Council



## External Affairs Specialist

### ABOUT THE ORGANIZATION

The Housing Assistance Council (HAC) is a national nonprofit dedicated to helping local organizations across rural America build affordable homes and vibrant communities. To accomplish our mission, HAC provides its partners with technical assistance, training, and below-market financing to build affordable housing. We also maintain a prominent role in developing national housing policy, informing Congressional action, and publishing research. Our emphasis is on helping the poorest of the poor in the most rural places, particularly regions and populations with high needs: Native American communities, the Mississippi Delta, farmworkers, the southwest border colonias, and Appalachia.

### POSITION SUMMARY

We are looking for a dynamic and creative communications professional to expand HAC's corporate communications and culture of storytelling. The External Affairs Specialist will take a lead role in creating and executing the organization's communications strategy, developing content and key messages for external audiences that highlight the incredible impacts of HAC's work, and position the organization as the "Voice" of rural America. Working in the Office of the CEO, reporting to the Development Manager and partnering with a Communications and Outreach Manager, public policy team, and HAC's executive team, the External Affairs Specialist is the champion and ambassador for HAC's visibility and storytelling. This individual will generate content that supports HAC's goals around policy and advocacy, fundraising, and thought leadership. The associate will help develop materials such as blog posts and articles, presentations, speeches and/or talking points, donor outreach, op-eds, and videos. The specialist will also manage HAC's social media activities.

### PRIMARY RESPONSIBILITIES

The External Affairs Specialist is responsible for researching, composing, editing, and distributing key communication and visibility materials for multiple and diverse external audiences. Duties include the following:

- In partnership with organizational leadership, create and execute a communications and external engagement strategy that amplifies HAC's brand as a leading national organization, with deep and authentic ties to rural places.
- Create and manage outreach content including presentations, speeches and/or talking points, donor outreach, op-eds, videos, and success stories for HAC's website, social media platforms, and visibility activities that elevate the work of HAC and its stakeholders.



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HAC IS AN EQUAL OPPORTUNITY  
EMPLOYER AND LENDER

- Work with HAC leadership and staff to identify and create content that supports HAC's policy priorities and programs.
- Monitor and coordinate visibility opportunities for HAC leadership and staff, such as speaking opportunities, presentations, and op-eds, which expand HAC's visibility and role as a national organization.
- Bolster internal and external communications plans.
- Support fundraising and advocacy activities.

## **QUALIFICATIONS**

The External Affairs Specialist will be a positive and persuasive communicator who views outreach to diverse stakeholders as essential to combatting poverty and building vibrant communities. The ideal candidate will have the following:

- Associates degree, bachelor's degree preferred
- Minimum of 5 years of professional communications experience or equivalent
- Strong understanding of communications principles, communications channels (including social media), fundraising and/or policy
- Excellent verbal and written communication skills
- Working knowledge of Canva or similar graphic design software
- Excellent Office 365 skills
- Unwavering attention to detail and ownership of work.
- Ability to manage multiple tasks effectively and efficiently under moderate supervision.
- Ability to work independently or in a team environment, as required.
- A positive, outgoing, fun disposition with a sense of humor and a can-do spirit

## **COMPENSATION AND BENEFITS**

HAC offers competitive wages, benefits, and growth opportunities consistent with industry standards. Flexible benefits packages include health insurance; life and other insurance; financial benefits, to include a retirement plan with partial employer match; time off; and work/life benefits, to include education assistance. The salary range is \$64,000 to \$82,000 per year, depending on qualifications.

## **EQUAL OPPORTUNITY EMPLOYMENT INFORMATION**

HAC is an equal opportunity provider and employer. HAC does not discriminate in hiring or employment practices on the basis of race, color, ethnicity, gender, national origin, age, religion, sexual orientation, disability, marital or familial status, ancestry, or status as a veteran. HAC is committed to maintaining a multicultural work environment. Women and minorities are strongly encouraged to apply.



**TO APPLY**

Please email a resume and brief cover letter to [jobs@ruralhome.org](mailto:jobs@ruralhome.org) with **“JOB TITLE”** in the subject line. Applications will be reviewed upon receipt, with interviews starting immediately. Submissions received without cover letters with the required salary information will not be considered.

<b>Position Title</b>	External Affairs Specialist
<b>Reports to</b>	Development Manager
<b>Business Unit</b>	Executive Office
<b>Location</b>	Washington, DC
<b>FLSA Status</b>	Exempt
<b>Employment Status</b>	Full-Time
<b>Supervisory Responsibility</b>	None
<b>Telecommuter Status</b>	Position is eligible for telecommuting.

