



Smart Growth America
Director of Communications
Washington, DC

Smart Growth America (SGA) is seeking a visionary leader, exceptional writer, editor, and strategic communicator with significant experience in smart growth principles, land use, housing, economic development and/or transportation to lead the organization's multi-faceted communications efforts to stakeholders, members, coalition partners, funders, donors and employees.

Organization Overview

SGA is a national non-profit organization that envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient. That vision is our North Star, and we empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity.

Position Overview

Reporting to the President & CEO, the Director is a member of the senior management team, acting as an internal resource and advisor. The Director will collaborate closely with the CEO and SGA's senior leaders to develop and implement the organization's communications strategy in conjunction with departmental staff; oversee all content production and release; manage the brand identity, marketing, messaging, digital and social media campaigns; spearhead all proactive and reactive earned media, and oversee the day-to-day communications operations and systems, managing department staff and outside relationships and vendors. The Director will also work closely with the CEO and senior staff to inform, create content for, and support SGA's organization-wide and programmatic fundraising efforts.

We deeply believe that improving racial disparities is at the core of a smart growth approach, and the Director of Communications will play a key role in continuing the evolution of SGA's organization-wide voice on racial equity, climate mitigation and resilience, and creating healthier, more connected communities.

The Director manages the team's day-to-day operations and collaboratively guides the conception, production, and release of all public-facing content. The communications team is the internal hub of SGA, always connected to the multi-faceted work of our many programs and charged with conceiving, producing, sharing and elevating their work and the organization as a whole. From this unique vantage point within the organization, the Director and team works closely with each of our three core teams (Land Use and Development, Economic Development, Transportation and Thriving Communities), to develop strategic communications plans to further each team's work, helping to conceive, manage and execute all public releases and content to enhance SGA's overall brand and advance the organization's overall mission and the cause of smart growth.

The ideal candidate will have a bachelor's degree in business, communications or relevant field with 8 years of progressively responsible communications management experience in a nonprofit organization, leading the development and fulfillment of a communications/marketing/public relations plan, and helping to achieve an organization's strategic goals. Demonstrated experience in managing a communications department: planning, management, and trend analysis, and creating and managing an overall communications budget is required. The candidate will be able to write and communicate about a variety of these focus areas in an integrated and compelling way, particularly with respect to the intersection of these issues with racial equity.

The new Director of Communications will also have experience and interest in one or more of SGA's focus areas, including land use, transportation and transit, urban planning, racial equity and justice, climate resilience, economic development and equitable real estate development. Here's a link to SGA and the full [full job description](#).

How to Apply

EHR has been retained to search for this position. Please send a letter of interest and resume to Stacey Berk, Managing Consultant, sberk@expandhr.com or Erica Raphael, Sr. Consultant, eraphael@expandhr.com.

SGA is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion/creed, sex, national origin, disability, genetic information, pregnancy, veteran or active military status, alienage or citizenship status, arrest or conviction record, credit history, salary history, caregiver status, sexual orientation, gender identity, marital or partnership status, familial status, unemployment status, status as a victim of domestic violence, sexual violence or any other status protected by applicable law.

