

WESLEY HOUSING DEVELOPMENT CORPORATION (WHDC)
JOB OPENING: SENIOR MARKETING AND COMMUNICATIONS SPECIALIST
Alexandria, VA

Wesley Housing Development Corporation is a nonprofit community housing developer whose mission is to develop, own, operate, preserve, and maintain affordable housing and sustain quality communities for low- and moderate-income families and individuals across the Washington, D.C. region. The heart and soul of Wesley Housing's mission lies in our commitment to combine affordable housing with family programs and supportive services to foster positive development and self-sufficiency for all adults, children, and families. Wesley Housing's headquarters are in Alexandria, VA (Fairfax County). Our apartment communities are located throughout the Washington, D.C. metro region.

WHDC is looking for a Senior Marketing and Communications Specialist at their headquarters in Alexandria, VA. This is an opportunity to take part in a "brand refresh" and participate in building and delivering cohesive marketing and communications strategy following a comprehensive branding engagement for one of the region's largest nonprofit housing development organizations. Wesley Housing is looking forward to an even bigger future and needs a team player with a solid marketing and communication foundation and is able to jump right into a dynamic, collaborative, and impactful role.

Key Functions of the Role:

Reporting to the Director of External Relations, the Senior Marketing and Communications Specialist is responsible for developing print, electronic, and web-based marketing imagery, copy and materials to support the delivery of the mission. In addition, the Senior Marketing and Communications Specialist will prepare award packages, press releases and editorial pieces for industry and non-industry media outlets as well as execute social media activities on behalf of the organization.

Other Job Responsibilities:

- Develop effective campaigns and program plans /offer dev., approval, fulfillment, test and refinement)
- Synthesize goal objectives into strategy, plans, and tactics
- Monitor and report program and dept. performance metrics, like web analytics
- Develop marketing and communications elements (e-newsletter, reports, press releases, promotional materials, social media posts, etc.)
- Develop themed materials and content to promote WHDC
- Leverage events to increase engagement
- Communicate progress frequently
- Conduct research to ensure messaging is on target and aligned with goals
- Works with others to coordinate campaigns (production, list gen., content
- Develop award materials and packages
- Facilitate approval routing of marketing materials
- Manage websites
- Cultivate and maintain a network of national, regional, and local media contacts media contacts
- Pitch activities, events, and topics to media to gain exposure and visibility for the organization
- Recommend vendors for marketing and promotion activities
- Develop Requests for Proposals (RFPs) and evaluate proposals of submitting vendors/agencies

- Manage external vendors and agencies to support marketing projects
- Meet deadlines and proactively manage projects

Qualifications:

The right candidate can proactively engage a wide range of stakeholders and build relationships internally and externally. This role requires a keen understanding and strong working knowledge of marketing principles, branding strategy, leveraging social media, event marketing, internet marketing, and fundraising.

- Bachelor's degree in marketing, advertising, communications or journalism preferred
- Five to seven years of experience in advertising, marketing, or communications with an advertising agency or nonprofit organization
- Strong written and verbal communication skills
- Advanced proficiency using MS Word, Excel, and PowerPoint and Adobe Software products (e.g. InDesign, Photoshop) required
- Advanced proficiency using website content managements systems and related analytics tools
- Advanced proficiency using social media platforms and related analytics tools
- Solid understanding of marketing concepts and brand principles
- Strong project and time management skills
- Strategic planning skills
- Event planning skills

To apply: Please send a cover letter and resume to humanresources@whdc.org.

Please visit us at <http://www.wesleyhousing.org/>

Equal Employment Opportunity at Wesley Housing Development Corporation, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law.