The Executive Office of Housing and Livable Communities (EOHLC) is seeking a Director of Communications!

**AGENCY MISSION:**
The Executive Office of Housing and Livable Communities (EOHLC) is charged with creating more homes in Massachusetts and lowering housing costs for residents.

Formerly known as the Department of Housing and Community Development (DHCD), EOHLC works with municipalities, local housing authorities, non-profit organizations, and development partners to provide affordable housing options, financial assistance, and other support to Massachusetts communities.

**OVERVIEW OF ROLE:**
Under the direction of the Secretary and Chief of Staff for EOHLC, the Director of Communications is responsible for coordinating communications across all of EOHLC and its divisions. The Director of Communications directs internal and external communications for EOHLC including coordinating responses with agencies within other secretariats, Governor’s Office, quasi agencies and all press and media. The Director is responsible for updating the EOHLC website and blog and for enhancing presence on key digital channels like Twitter and Facebook. Oversees and creates external messaging (press, website and social media) and internal messaging to employees. They are able to highlight the mission and programs of EOHLC and its divisions through special projects, such as events, marketing, and partnerships with other government agencies, foundations and associations and business and industry. In addition, plans, manages, coordinates, and executes all aspects of the Office’s communications functions, such as being the EOHLC spokesperson; serving as the media’s point of contact during situations where EOHLC is managing a crisis situation; proactively pitching stories to media throughout the state about EOHLC’s mission, policies, and priorities; working collaboratively with the external affairs teams to ensure the planning and execution of all public events is timely, professional, and coordinated internally (as well as with other external constituencies); preparation of briefing documents for the Secretary, Deputy Secretary, Chief of Staff, and Governor’s Office. Duties also include speechwriting, creating talking points, preparation of magazine articles, editorial pieces for publication in major newspapers and periodicals throughout the Commonwealth, website and social media content management, conducting research using various sources and search engines and generating reports and briefings.

**DUTIES AND RESPONSIBILITIES (NOT ALL INCLUSIVE):**

1) **Communications:**
   - Directs internal and external communications by interacting with and responding to inquiries from reporters and media outlets across the state on a daily basis.
   - Working closely with the Secretary, Deputy Secretary, Chief of Staff and Division leadership on an appropriate response and determining who will act as spokesperson for EOHLC.

2) **Writing:**
   - Writing and targeting distribution of press releases.
   - Responding to media inquiries.
   - Writing opinion pieces for dissemination to regional media; drafting statements, speeches and talking points for the Secretary, Deputy Secretary, Chief of Staff, agency leaders, and others.
   - Creating story lists.

3) **Coordination:**
   - Public events and speaking engagements with the Director of External Affairs including all press releases
   - Maintaining a proactive approach to planning and coordinating public events including press conferences and outreach appearances.
· Performing outreach to community and business groups to create exposure opportunities; and reaching out to the media.
· Proactively developing speaking opportunities for the Secretary and preparing talking points and/or speeches for the Secretary or Deputy Secretary as directed for events and media interviews.

4) Outreach and Media:
· For all of EOHLC and its divisions
· Executing and updating new-media electronic platforms, including but not limited to; consumer blog, Twitter feed, YouTube Channel, Podcasts etc.

5) Designs and Updates:
· Content for existing and new websites; utilizing graphic design software to develop creative work for agency marketing and programmatic campaigns.
· Where necessary helps in procurement process for outside vendors to assist with campaigns as well as management of projects.

6) Supervise:
· Deputy Director of Communications and Press Secretary.

PREFERRED QUALIFICATIONS:

1. Minimum of six (6) years’ experience in communications, external affairs, media and public relations.
2. Knowledge of communication program activities (media relations, community relations, government relations, external and internal communications).
3. Knowledge and experience in social and online media, including basic video editing & publishing.
4. Strong interpersonal skills
5. Outstanding verbal and written skills
6. Ability to write and edit under tight deadlines and crisis situations, meeting, if not exceeding, deadlines is essential.
7. Demonstrated ability to clearly summarize and communicate sometimes complex data
8. Ability to establish collaborative relations within state government
9. Ability to effectively communicate and engender trust with the media community
10. Flexibility and a willingness to listen and apply feedback is essential
11. Ability to manage and coordinate legislative and communication programs.
12. Ability to deal with external individuals and organizations in a diplomatic and efficient manner,
13. Ability to mediate conflicts, coordinate competing interests, and work under time constraints is essential.
15. Background in government communications.

COMMENTS:
Please upload resume and cover letter.

This position would be expected to follow a hybrid model of reporting to work that combines in-office workdays and work from home days, as needed.

Salary placement is determined by years of experience and education directly related to the position and the Human Resources Division’s Recruiting Guidelines. In the case of a promotional opportunity, the salary provisions of the applicable collective bargaining agreement will apply to placement within the appropriate salary range.

Education, licensure and certifications will be verified in accordance with the Human Resources Division’s Hiring Guidelines. Education and license/certification information provided by the selected candidate(s) is subject to the Massachusetts Public Records Law and may be published on the Commonwealth’s website.
PRE-OFFER PROCESS:
A background check will be completed on the recommended candidate as required by the regulations set forth by the Human Resources Division prior to the candidate being hired.

QUALIFICATIONS:
MINIMUM ENTRANCE REQUIREMENTS: Applicants must have at least (A) six (6) years of full-time or, equivalent part-time, professional, administrative, supervisory, or managerial experience in business administration, business management, public administration, public management, clinical administration or clinical management of which (B) at least two (2) years must have been in a project management, supervisory or managerial capacity or (C) any equivalent combination of the required experience and substitutions below.

Substitutions:

I. A certificate in a relevant or related field may be substituted for one (1) year of the required (A) experience.
II. A Bachelor's degree in a related field may be substituted for two (2) years of the required (A) experience.
III. A Graduate degree in a related field may be substituted for three (3) years of the required (A) experience.
IV. A Doctorate degree in a related field may be substituted for four (4) years of the required (A) experience.

Comprehensive Benefits:
When you embark on a career with the Commonwealth, you are offered an outstanding suite of employee benefits that add to the overall value of your compensation package. We take pride in providing a work experience that supports you, your loved ones, and your future. Want the specifics? Explore our Employee Benefits and Rewards! at https://www.mass.gov/commonwealth-employee-benefits-and-rewards

An Equal Opportunity / Affirmative Action Employer. Females, minorities, veterans, and persons with disabilities are strongly encouraged to apply.

The Commonwealth is an Equal Opportunity Employer and does not discriminate on the basis of race, religion, color, sex, gender identity or expression, sexual orientation, age, disability, national origin, veteran status, or any other basis covered by appropriate law. Research suggests that qualified women, Black, Indigenous, and Persons of Color (BIPOC) may self-select out of opportunities if they don't meet 100% of the job requirements. We encourage individuals who believe they have the skills necessary to thrive to apply for this role.

Official Title: Administrator VII
Primary Location: United States-Massachusetts-Boston-100 Cambridge Street
Job: Administrative Services
Agency: Executive Office of Housing and Livable Communities
Schedule: Full-time
Shift: Day
Job Posting: Jul 14, 2023, 4:08:41 PM
Number of Openings: 1
Salary: 44,590.00 - 120,827.39 Yearly
Bargaining Unit: M99-Managers (EXE)
Confidential: No
Hybrid Work Eligible: Yes
If you have Diversity, Affirmative Action or Equal Employment Opportunity questions or need a Reasonable Accommodation, please contact Diversity Officer / ADA Coordinator: Jessica Molina - 8572480160

**HOW TO APPLY:**
Apply online at [https://massanf.taleo.net/careersection/ex/jobdetail.ftl?job=230007YB](https://massanf.taleo.net/careersection/ex/jobdetail.ftl?job=230007YB)