

VERMONT HOUSING FINANCE AGENCY

JOB DESCRIPTION

Job Title: Research and Communications Coordinator

Reports To: Policy and Planning Manager

Job Grade: 23

Date Created: July 5, 2011

Date Reviewed: October 11, 2017

Date Revised: October 11, 2017

SUMMARY OF POSITION:

Collect data and conduct analysis of VHFA programs and the housing market for use by VHFA staff, management, Board, and for external stakeholders. Manage the content on VHFA's core web site and satellite sites by developing and updating Agency-wide content. Promote the Agency's programs and policies, housing research and advocacy information by making them accessible through VHFA's core and satellite web sites, writing reports, press releases, and social media posts.

SPECIFIC RESPONSIBILITIES:

1. Collect data from readily available sources, and conduct primary research in support of Agency goals. Promote the use of high-quality housing data available in Vermont and nationally by identifying the most appropriate data source for Agency use. Establishes state and national research contacts and encourages the exchange of housing data and research strategy information especially through the Housing Data website.
2. Conduct research to support Agency programs, policies and outreach efforts. This includes analysis of housing needs, affordability, and VHFA's role in addressing each. May extend to broader Vermont housing policy, and how national initiatives may affect Vermont.
3. Manage the content on the pages directed to a general audience of the Agency's core Web site by utilizing Drupal CMS tools. For sites lacking Drupal CMS tools, work with IT staff to edit HTML template code, make MySQL database revisions and help with upgrading sites to function on modern platforms. Monitors web analytics statistics for general audience pages of Agency's core Web site and Housing Data website. Identifies opportunities for improvement to improve content reach.
4. Promote the flow of information to the external community that is accurate, well-written, succinct, and uniform in style and reflects the agency's strategic planning priorities and guiding principles. This includes coordinating the agency's Branding committee and ensuring content of core and satellite websites meets agency standards. Also draft press releases, maintain media contact list and distribute press releases.
5. Monitor conventional and news media outlets for relevant news to share via the Agency's VHFA News blog and social media pages as appropriate, and posts entries regularly. This includes authoring original content, including taking photos and videos as appropriate, on housing news and VHFA announcements. Also, monitors and responds as appropriate to inquiries and comments on VHFA social media pages.
6. Draft the Agency's Annual Report and results of research project findings and formulate conclusions for use by VHFA management, staff, Board, and/or external release. Products must recognize the knowledge of the typical reader and distill sometimes complex analysis into easily understood language. It also includes working on the production of articles to prepare them for print and circulation.
7. Respond to data inquiries, coordinate media contacts as needed, field initial request for information, and follow up to ensure all needs have been met. This includes responding to requests for statistics on VHFA and Vermont's housing market from other agencies, academics, and other external parties.
8. Work with Information Technology department to ensure agency core and satellite sites meet business needs. Additionally, work with IT staff to create and support reporting that will streamline data access and accuracy.

9. Develop and maintain computerized databases in order to streamline research data collection, analysis, and reporting responsibilities. Update and maintain the Housing Data website and make data and reports easily accessible to all users. This includes writing and updating procedures for all regular tasks, and implementing quality control checks in all procedures.
10. Identify potential photo subjects for use in promotional material, solicit, collect and organize photos of recent home buyers or renters who have used VHFA loans or live in VHFA-financed properties. This may include directly taking photos of VHFA customers.
11. Other duties as assigned.

SUPERVISES:

- Does not have direct supervisory responsibilities.

EDUCATION REQUIREMENTS:

- Bachelor's Degree. A major in statistics, economics, political science, public policy/administration, business administration, communications/marketing, or related subject is preferred.

JOB KNOWLEDGE AND EXPERIENCE:

- Two years' experience with analysis of large data sets, use of sample estimates, and use of Census Bureau data.
- Advanced knowledge of Microsoft Office products required, particularly Word, Excel and Access.
- Understanding of national and local political environment desired.
- Familiarity with housing policy and or government housing programs a plus.
- Graphic design and/or photo editing skills a plus.
- Experience with Google Analytics, Drupal, and Tableau all a plus.

GENERAL JOB QUALIFICATIONS:

- Excellent written and verbal communication skills
- Political awareness for the image of the Agency as well as a high level of professionalism in representing the Agency
- Excellent analytical skills
- Work well independently and as a team member
- Ability to resolve problems in a systematic, efficient manner
- Proven ability to manage multiple priorities

ACKNOWLEDGMENT

I have read the above job description. I understand the duties and responsibilities of the position.

Print or type your name: _____

Sign your name: _____

Date: _____