

VERMONT HOUSING FINANCE AGENCY  
JOB DESCRIPTION

<b>JOB TITLE:</b>	Public Relations Manager	<b>Date Created:</b> August 29, 2024
<b>Reports To:</b>	Community Relations Director	<b>Last Reviewed:</b> Sept 4, 2024
<b>Job Grade:</b>	25	<b>Last Modified:</b> Sept 4, 2024

**SUMMARY OF POSITION:**

The Public Relations Manager is responsible for developing and implementing the Agency's communication strategies to enhance the Agency's public image and ensure consistent and effective messaging. This role involves a high level of collaboration with various departments and the management of diverse communication mediums. The manager will handle all public relations efforts, including media interactions, content creation, and overseeing the production of marketing materials. This includes extensive writing, production of materials, and working with third party partners.

**SPECIFIC RESPONSIBILITIES:**

- Work closely with each department to identify the agency's communication needs and develop a strategic communications plan.
- Working in collaboration with departments, allocate the responsibilities of communication tasks across department.
- Design and produce agency-wide publications and marketing materials, including websites, brochures, and annual reports. This includes reviewing selected externally facing policies and guides to ensure clarity, consistency and accessibility by diverse audiences.
- Ensure that all public presentations and materials exemplify the agency's mission and management ideals.
- Produce editorials, speaking points, and other communications for the Executive Director and staff.
- Write press releases and blog posts, and manage the agency's social media profiles.
- Plan and execute press events, serve as the agency's official press contact, and coordinate media responses with senior management.
- Provide support for ongoing projects such as educational videos.
- Organize and manage customer, staff, and housing images and stories to enhance communication efforts.
- Design all graphic materials for the Agency, for publication in reports, online, presentations, in marketing, and social media.
- Coordinate updates to the agency's language access plan and collaborate with departments to carry out the plan.
- Regularly review and improve the agency's websites for accuracy and effectiveness.
- Convene the Agency's Branding team, schedule meetings, and manage annual branding strategies.
- Coordinate communications for the biennial housing conference and other major agency events.

VERMONT HOUSING FINANCE AGENCY  
JOB DESCRIPTION

- Maintain a media contact list and handle large-scale mailings such as the Annual Report.
- Work with IT to analyze web traffic, user engagement and visual accessibility to identify areas for improvement.
- Respond to general inquiries and comments on social media and manage the agency's digital presence.
- Manage the Agency's marketing budget, including making advertising buys for departments and Agency-wide. Additionally, coordinate the Agency's modest sponsorships program.
- Maintain an internal tracking system for potential news items and manage proactive public relations strategies.

**EDUCATION REQUIREMENTS:**

- Bachelor's degree in Public Relations, Communications, or a related field is preferred.

**JOB KNOWLEDGE AND EXPERIENCE:**

- At least 5 years of experience in communications or public relations required.
- Graphic design experience strongly preferred.
- Proven track record of developing and executing effective communication strategies.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Exceptional writing and editing skills, with a keen eye for detail.

**GENERAL JOB QUALIFICATIONS:**

- Outstanding verbal and written communication skills.
- Ability to work independently as well as collaboratively within a team environment.
- Demonstrated ability to handle sensitive information with discretion and professionalism.
- Aligned with [VHFA's VIIBE](#): Agency Values of Integrity, Innovation, Belonging, Equity.
- Demonstrated willingness and ability to speak up in the face of injustice.
- Ability to work well independently, as part of a team, and with a wide variety of community members and partner agencies.

**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: \_\_\_\_\_