

## Sacramento Steps Forward Job Description

**Job Title:** Public Affairs Manager  
**Department:** Administration  
**Reports To:** Chief Executive Officer  
**FLSA Status:** Exempt

**Summary:** This position reports to the Chief Executive Officer and is responsible for the strategic communication of SSF activities and the efforts of the Continuum of Care to end homelessness in the Sacramento region. The Public Affairs Manager serves as a close partner to the CEO, participating in meetings with community stakeholders, elected officials, local and state government staff. It will be this individual's responsibility to continuously manage the refinement and delivery of the organization's message and policy positions. In addition, this individual will coordinate the transfer of relevant external information back to internal teams in order to ensure transparency and collaboration towards a consistent corporate direction. In this role, there is strong emphasis on government, community, and media relations and may include providing support to the SSF Board, the CoC executive committee, and the CoC network of service providers.

**Essential Duties and Responsibilities:** include the following. Other duties may be assigned.

### Strategic Communications

- Develop a strategy for communicating the bi-annual Point-in-Time Count
- Develop outreach plan to actively engage and collaborate with government, community, and media partners
- Manage SSF's messaging and policy positions
- Support executive team in the development of presentation materials and the delivery of outward facing data and reports
- Deliver information to internal teams to maintain transparency and enable collaboration
- Create media releases and materials (talking points, agenda, etc.)
- Implement social media plan to promote SSF and CoC efforts to end homelessness
- Active participation in SSF's strategic planning, mission and vision execution
- Collaborate with SSF Executive Team to identify organizational priorities, and communicate those priorities throughout the organization
- Support fundraising efforts with consistent messaging and standardized policy language

### Public Affairs

- Serve as the first and main contact for all media requests, including the management and execution of press conferences
- Participate in community events to increase SSF support within the Sacramento community
- Manage the dissemination of information to external audiences
- Manage the Big Day of Giving fundraising campaign
- Oversee and manage the agency Website
- Provide direction and oversight for all social media outlets

**Knowledge, Skills, Abilities:**

- Regular, predictable attendance is required.
- Close partner to CEO in stakeholder meetings and community events.
- Serve as main spokesperson for the organization.
- Ability to interact and collaborate seamlessly with all levels of the organization.

**Supervisory Responsibility:** This job has no supervisory responsibilities.

**Measures of Performance:** The Public Affairs Manager shall be considered to be performing in an acceptable manner when the following have been accomplished:

1. **Problem Solving** - Identifies and resolves problems in a proactive manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
2. **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
3. **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
4. **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
5. **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
6. **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
7. **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
8. **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
9. **Judgment** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

10. **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
11. **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
12. **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
13. **Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and Experience:** Bachelor's degree (B. A.) from an accredited college or university; or two to three years related experience and/or training; or equivalent combination of education and experience. Previous experience with project management and event coordination strongly preferred.

**Language Skills:** Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of members or employees of organization.

**Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Computer Skills:** To perform this job successfully, an individual should be proficient in Microsoft Office Applications such as Microsoft Word, Excel, and PowerPoint, and should possess typing skills of at least 60 wpm. Knowledge of basic office equipment should include: copy and fax machines, postage meter, telephone, and answering machine. Experience in office procedures activities including filing, word processing and transcription. Must be detail oriented and be able to manage time effectively.

**Certificates, Licenses, Registrations:** A current CA driver's license and proof of auto insurance are required.

**Physical and Emotional Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The inability to cope with a stressful work environment does not constitute a protected disability.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.