



Public Relations Officer

Part-time/Non-exempt

This position is responsible for drafting and assisting HCHA maintain a Public Relations presence via social and local media outlets. Harris County Housing Authority (HCHA) provides assistance to income eligible clients in need of affordable, safe, and quality housing. As a **Public Relations Officer**, you will leverage the vision of HCHA to help plan, implement and evaluate the public relations and communications strategies of the housing authority. This position will develop a communication plan and implement a broad range of public relations (PR) activities to promote the Authority's vision for the Housing Choice Voucher and affordable housing programs to key community and governmental stakeholders.

PRIMARY RESPONSIBILITIES

- Develop an effective outreach and communications plan that includes key stakeholders including clients, media, community leaders and governmental officials.
- Develop, integrate, and implement PR activities and special events designed to enhance the Authority's reputation and promote the Authority's vision, goals and strategic plan.
- Cultivate and maintain strong media, community, and governmental relationships; evaluate opportunities for new partnerships.
- Identify and develop relationships with key constituents and stakeholders and identify the most effective ways to communicate information to them.
- Develop and release varied and integrated communications products including the HCHA website, print publications, newsletters, online communications, media and public relations materials.
- Utilize social media to reach a broad range of constituents.
- Resolve public affairs issues and respond to media inquiries.
- Respond to requests for information about the Authority's activities or status.
- Draft speeches for executive staff and arrange interviews and other forms of contacts on their behalf.
- Update, refresh, and recommend an updated website design along with content.
- Organize "user friendly" website navigation.
- Develop and help distribute press releases.
- Write content for special HCHA events to be posted on the website.
- Design and write content for the Annual Report.
- Draft and design HCHA brochures, as needed.
- Develop a social media strategy to deliver HCHA's key messages on Social Media platforms....Twitter, Facebook, Instagram, etc.
- Develop and maintain media contact lists (local media outlets, industry outlets, etc.).
- Complete any other special projects as assigned.

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree in Communications, Public Relations, or a related field from an accredited university; post graduate degree (MBA, MPA, or JD) preferred

- Experience in public relations, governmental affairs, communications, or closely related field; or a combination of relevant education or experience
- Excellent written, oral, analytical and presentation skills
- Knowledge of and ability to communicate through web based and social media platforms (Facebook, Twitter, etc.)
- Experience developing a public affairs strategy, including short and long term goals and establishing methods of measuring the plan's impact on and contribution to the organization
- A proven track record of building and maintaining relationships with key policy makers, their staffs, key allies, community partners and stakeholders within the government and affordable housing industry

WORKING ENVIRONMENT AND PHYSICAL DEMANDS

- The positions work assignments are largely sedentary in a seated position.
- The position will experience some repetitive motion of the hand/wrist when using a computer.
- The position must have a normal range of vision, hearing, and speech to complete paperwork, review documentation, and communicate with authority personnel and contacts on the telephone or in person on a regular basis.
- The position must have specific vision abilities including close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Harris County Housing Authority is an Equal Opportunity Employer. If you are a person with a disability requiring assistance applying for this position, please contact hr@hchatexas.org.