



KCRHA
King County Regional Homelessness Authority

Partnership for Zero Communications Director

Role Title: Communications Director - Partnership for Zero

Salary Range: \$90,000 - \$130,000 per year

Organizational Overview

The King County Regional Homelessness Authority (the Authority) oversees all homelessness related programming and prevention initiatives in the Seattle/King County region. Created via an interlocal agreement between the City of Seattle and King County in 2019, the Authority is charged with building and implementing a regional approach to ending homelessness in King County. To accomplish this, the Authority is specifically tasked with:

1. Engaging and centering people with lived experience;
2. Focusing on justice-based approaches to actively address disproportionalities in the population experiencing homelessness; and
3. Integrating the perspectives of a wide range of stakeholders across King County through a sub-regional planning process that recognizes the unique attributes of communities within the county.

The Authority is currently in its founding era and seeks dynamic and skilled leaders at all levels.

Team Overview

This project-based Communications Director is focused on Partnership for Zero, a joint project of the Authority, the City of Seattle, King County, the Lived Experience Coalition, and the We Are In coalition of business and philanthropy.

The Director will be a part of the Housing Command Center team, manage the Joint Information Center team, and work across multiple agencies and partners. The Director reports to the Senior Director of External Affairs and Communications and is accountable to people experiencing homelessness.

Role Description

The Partnership for Zero (P4Z) Communications Director leads the Housing Command Center communications team, also known as the Joint Information Center, and manages all communications related to the P4Z project. The Director is responsible for developing and executing plans for messaging and sharing information across all P4Z partners, implementation teams, impacted service providers, elected officials, community groups, housed and unhoused neighbors, and the public. The Director works to ensure transparency, build trust among the public, and provide a regular cadence of clear and consistent communication about progress.

A successful Communications Director will be a leader and significant contributor, capable of both self-starting and matrixed teamwork. The Director should understand the fundamentals of public affairs and public relations strategy, messaging for various audiences, and be skilled in tactical execution.

Knowledge of housing and homelessness issues is required.

Accountabilities

Strategy (25%)

- Develop and execute strategic communications plans for P4Z
- Collaborate with key partners on strategic communications for shared priorities
- Seek opportunities to drive narrative
- Have good judgment about whether, what and when to communicate with various audiences
- Evaluate results of communications and incorporate feedback and lessons learned
- Iterate quickly

Project Management (25%)

- Manage support from external communications firms and consultants, ensuring adherence to timeline and deliverable commitments
- Manage cross-agency Joint Information Center timelines and deliverables
- Act as lead liaison between Joint Information Center and Housing Command Center teams
- Manage inquiries from P4Z partners and ensure timely, accurate response

Content Creation (20%)

- Stay current on messaging research related to housing, poverty, and homelessness
- Draft and review messaging, FAQs and talking points
- Collaborate across teams to ensure messaging is clear and accurate

Media Relations (15%)

- Build and maintain relationships with key journalists
- Manage and respond to media inquiries
- Act as spokesperson
- Track media coverage

Community Relations (15%)

- Collaborate across partners to manage and respond to community inquiries
- Build and maintain relationships with community-based organizations

Minimum Requirements

- Fluency in equity and racial justice concepts and language, understand their own privilege and power, and can bring equity impact analysis to life in the context of their tasks
- 5-10+ years of experience in communications, journalism, advocacy, public relations, or a related field
- Strategic and creative mindset
- Excellent written and verbal communications skills
- Comfortable with a ambiguity, iteration, and a fast-paced environment
- Strong time management and organizational skills
- A track record of success in cross-team and/or multi-stakeholder collaboration

Additional Requirements

- Ability to be in-office in-person five days a week
- Customer service orientation
- Ability to provide and accept feedback
- Diligence, accuracy, and timeliness

EEO STATEMENT

The Regional Homelessness Authority is committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant or employee based on the basis of race, creed, religion, color, national origin, age, alienage or citizenship status, ancestry, nationality, national origin, marital or domestic partnership or civil union status, familial status, sex, pregnancy, gender identity, or any other characteristic protected by federal, state or local law. In addition, the Authority will provide reasonable accommodations for qualified individuals with disabilities.