



The Virgin Islands Housing Finance Authority is seeking qualified applicants
for the following CDBG-DR Grant Funded position:

CDBG-DR DIRECTOR OF COMMUNICATIONS

The Director of Communications is responsible for executing all functions of public relations for the Virgin Islands Housing Finance Authority's Community Development Block Grant, Disaster Recovery (VIHFA - CDBG-DR). The individual in this position will be responsible for the development and implementation of a comprehensive communication strategy, will serve as the creative architect/editor-in-chief for all internal and external communication, and will maintain a positive image for the Authority by working with various members of the media. This is a Territorial position.

ESSENTIAL FUNCTIONS:

- ⇒ Directs the planning, development and implementation of short-term and long-term public information, public relations, and marketing programs that support the overall mission, vision, and objectives of CDBG-DR VIHFA.
- ⇒ Directs the duties of the Communication team (internal)
- ⇒ Directs the planning, development, and execution of key messages, identifies target audiences internally and externally, and utilizes the latest technology to communicate with those audiences. Must be savvy in the use of social media and utilizing such platforms to effectively communicate with the public including traditional, social media and digital media.
- ⇒ Directs the preparation and dissemination of a wide variety of public information regarding the Authority's business utilizing news release, press conferences, commercials, public service announcements, newsletters, articles, whitepapers, brochures, special presentation, script, and speeches, conceptualizes and co-produces electronic media presentations about the Authority's programs and services.
- ⇒ Develops and maintain a Communication Plan and Crisis Communication Plan for the Authority that is administrated through all media channels.
- ⇒ Provides the CDRO and the Executive Director strategic and tactical consultation on messaging, planning & procedures, best practices, and media training.
- ⇒ Oversees the development of advertising campaigns, marketing promotions and audience development to include conceptualizing, developing, and implementing major media campaigns and various internal and external projects.
- ⇒ Builds and maintains positive working relationships with members of the press. Initiates/participates in video, audio, and telephone interviews with local, regional, national, and international media.
- ⇒ Stays current on programs, positioning and marketing and communication strategies developed by Executive Team. Maintains a working knowledge of daily issues facing VIHFA-CDBG-DR and continually keeps a finger on the pulse of what's happening with VIHFA- CDBG-DR products and services as well as progress of various programs, both federal and local.
- ⇒ Oversees weekly communications meetings to identify stories, create assignments, and manage content and assists Divisions with preparing reports, presentations, interviews, and exhibits.
- ⇒ Manage and oversee all photography and photographers to be able to effectively communicate a VIHFA story. Oversees the archival process of maintain historical records of news coverage and publicity, as well as photography of various events.
- ⇒ Develops and manages Radio and/or TV Programs to include producing commercials for marketing VIHFA products and services.
- ⇒ Performs other related duties and responsibilities as assigned.

EDUCATION, EXPERIENCE, AND SKILLS REQUIRED:

- ⇒ **Education:** Bachelor's Degree in Communication, Journalism, Business Administration, Mass Media Communications, Public Relations, Marketing, or related field required. Master's Degree preferred.
- ⇒ **Experience:** A minimum of 5 years of responsible executive management experience in journalism, mass media, communications, or public relations; Working knowledge of various journalistic styles; Working knowledge of principles, techniques and objectives of public information and public relations programs; An equivalent combination of education and experience
- ⇒ **Knowledge, Skills & Abilities:** Working knowledgeable of the Authority's programs and developments desirable; Experience in design of web-based communications; Proficiency in Microsoft Office Suite, all social media platforms and online content management systems, Adobe InDesign, and Photoshop a plus; Ability to exercise considerable initiative, independent judgment, and discretion in performing duties, including confidential matters; Strong public relations skills. Ability to interact effective, tactful and professionally with employees, media and the public; Excellent oral and written communications skills; Ability to be flexible and work under pressure; Ability to work harmoniously with other agency personnel; Ability to maintain confidentiality in all assignments; Excellent phone etiquette and customer service skills; Ability to use diplomacy and discretion in giving out information; Ability to provide exceptional customer service; Ability to remain calm and professional at all times, particularly in stressful situations; Excellent team player who can adapt to new situations quickly and mobilize others to do the same; Ability to work with and through people at all levels; The individual must be able to work independently, be organized, be able to prioritize and meet deadlines; Valid Virgin Islands Driver's License.

SALARY: \$90,000-\$100,000 per annum depending upon qualifications. CDBG-DR grant funded position.

APPLICATION INSTRUCTIONS AND PROCEDURES:

Interested applicants must submit an application, cover letter, resume/vitae and three (3) current professional letters of recommendation. **During the Safer at Home period, application packages will only be accepted electronically at hr@vihfa.gov.** Signed original documents will be accepted at our Office at a later date. Employment applications can be downloaded from our website at www.vihfa.gov.

Deadline for submittal of application package is Thursday, October 28, 2021; however, this position will remain open until filled. Incomplete application packages will not be considered. Selected candidates will be contacted for interview.

The Virgin Islands Housing Finance Authority is an Equal Opportunity Employer