



Director of Community Relations

Organization Overview:

Abode Services is a national leader in ending homelessness by putting housing first! For the past 25 years we have demonstrated real, measurable progress toward ending homelessness here in our community. We began in 1989 when a small group of dedicated and caring people came together to help families in the Tri-Cities who had nowhere to live. Much has changed in the last 25 years. We now measure our service area in counties, rather than cities, and the people we serve in thousands, rather than dozens. But the spirit that inspired that small group back in 1989 — the belief that everyone should have a home — continues to inspire us today. We're so proud to be able to tell you that in the last three years alone, we have re-housed 6,000 people — people whose lives are so much better now because they have a safe, stable place to live.

Abode is in the midst of a rapid expansion towards becoming the leading provider of solutions to homelessness in the Bay Area. In the last 10 years, Abode has tripled the number of homeless people re-housed, gone from serving one county to 5 counties (Alameda, Santa Clara, San Mateo, Napa and Santa Cruz). Our budget continues to grow significantly year over year, with continued plans to at least double our impact in the next 5 years. We know what works: providing supportive housing to end homelessness. By focusing on doing more of that — more construction of supportive housing, more development of rental assistance programs, and more innovative social services — we will successfully impact thousands more families toward ending homelessness.

Read more about our approach and successes at our website: www.abodeservices.org

Position Overview:

Abode Services (Abode) is seeking a Director of Community Relations (DCR) to advance its mission by developing effective relations with strategic audiences in the local communities served by the organization. Working directly with real estate developers, landlords, residents, media outlets and funders, the DCR will serve as an external face for Abode Services with a wide array of constituent groups who invite Abode into a community, are served by the agency, and provide funding necessary to grow the organization's impact. This is a great opportunity for a mission driven professional who would like to utilize their marketing and development skill set to advance the cause of a high-impact organization making a significant difference in the state of California.

Primary Responsibilities:

- Create and implement strategic marketing and community relations plans to advance Abode's mission and increase visibility with a variety of community audiences including real estate developers, landlords, real estate owners, community residents and media outlets
- Individually hold external relationships with key constituents and ensure appropriate dissemination of relationships across the organization

- Leverage evaluation tools and metrics to monitor the effectiveness of marketing efforts with a strong emphasis; report results and recommendations to the senior leadership team
- Build, mentor and coach a strong communications and development team to reach aggressive goals; ensure the team structure is aligned with organizational priorities and budget goals
- Study housing trends within Abode's geographic focus and constituent groups and provide recommendations that shape brand positioning, brand identity development, and communication efforts for the organization
- Ensure articulation of Abode's desired image and position and consistent communication of Abode's messages and brand identity across departments
- Develop and implement strategies that increase Abode's reach, visibility and engagement capacity by leveraging the most current technology (digital, social, mobile, web)
- Support fundraising efforts by providing key messages to development staff and participating in fundraising efforts as needed
- Represent Abode externally in a variety of contexts

Qualifications:

- At least 10 years' experience in marketing and communications in high growth/high impact organizations; familiar with the relevant dynamics of community relations in the Bay Area, especially in Santa Clara County and San Mateo County strongly preferred.
- Demonstrated success in leading a marketing team in creating and implementing strategic marketing and communications plans for diverse audiences, with a track record of delivering meaningful outcomes with limited budget and staff resources
- Exposure to nonprofit organizations and the basics of nonprofit fundraising strongly preferred
- Outstanding communication skills and high degree of emotional intelligence, with a proven track record of exceptional relationship-building with a wide variety of internal and external stakeholders
- Skilled staff manager, with experience in motivating and leading staff, setting objectives, and managing performance
- Innovative thinker and problem solver, with a track record for translating strategic thinking into action plans and results and comfort taking a team-oriented approach to problem solving
- Ability to work both independently and as part of a team in a collaborative, results-oriented, and fast-paced setting
- Strong understanding of current communication trends and technologies
- Strong relationship building skills
- Passionate commitment to the mission, vision and values of Abode Services and a deep desire to utilize their skill set to support its growth
- Bachelor's degree or equivalent experience required

Abode Services offers a competitive salary and benefits, commensurate with experience and skills.

Abode Services is an equal opportunity employer.