

## AKRON METROPOLITAN HOUSING AUTHORITY

**Job Title:** Administrative Analyst, Marketing and Communications  
**Reports to:** Community Relations Manager  
**Department:** Resident Services  
**FLSA Status:** Non-Exempt

### **General Purpose:**

The primary purpose of this position is to provide direct support to the Department Director and Community Relations Manager by coordinating special projects and the development and implementation of external and internal communications regarding department activities. The incumbent works closely with Managers and Supervisors to ensure outreach efforts are streamlined.

### **Essential Duties and Responsibilities:**

*The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties and/or skills required. Other duties may be assigned.*

- Assists with data management for the department, Building for Tomorrow and all programs to significantly enhance goals, strategies, objectives, and outcomes assuring that data entry, outputs, and outcomes are consistent with grant requirements.
- Develops, creates, and coordinates all marketing materials . Assists with compilation and development of AMHA and Building for Tomorrow marketing materials.
- Website Administrator for program web sites, resident communications and updates on agency web site.
- Gathers, compiles, analyzes information and produces reports and dashboards for programs and special projects.
- Creates, reviews, and revises substantive correspondence as appropriate.
- Manages strategic outreach to residents and identifies creative ways to disseminate information to resident populations.
- Coordinates all marketing materials (fliers, brochures, handouts, labels, social media, etc.) for events to ensure proper and effective communication of program offerings. Where necessary, works with printing and mailing vendors.
- Coordinates production of monthly e-newsletters; drafts articles and/or works with staff to obtain articles for compilation, manage social media content. Maintains resident and other mailing lists.

- Targets various stakeholders through creative use of media, such as: fliers, internet, word of mouth, mailers, social media, etc.
- Works closely with the RS Management and Resident Services Secretary to ensure that all data entry duties are completed timely for ETO, Requests for Services, etc.
- In a team setting, plans, coordinates, and hosts events and/or stakeholder and resident/participant feedback sessions. Assists AMHA with marketing and outreach as needed.
- Writes, edits, and distributes agency press releases. Coordinates press inquiries along with Community Relations Manager.
- Compiles talking points for internal spokespeople; makes talking points and resident interaction guides for internal staff when appropriate.
- Works with external partners to compile information and outreach for media enterprises.
- Organizes, manages, and oversees press conferences.
- Assists the Management and Service Coordinators in developing presentations or other instructive materials/handouts for staff, resident and community events.
- Leads the development and implementation of an agency wide communications plan and assures departmental compliance with Communication Plan and Brand Standards. Leads agency communication team to provide tools and ensure consistency.
- Consults and reports on strategic planning and departmental efficiencies as needed; investigates feasibility of proposed programs; explores interests, options, success of similar programs, applicable regulations; reports findings and makes recommendations.
- Serves as liaison to AMHA departments, external agencies when necessary to promote and coordinate new or existing projects and events.
- Completes individual projects as assigned by members of the Executive Team.
- Collaborates with Director's Office to conceptualize and create annual report document for the agency.
- Launches and manages new Resident-Centered initiatives, including managing workgroups with staff and community partners
- Identifies funding for new Resident-Centered initiatives, submits comprehensive grant proposals, track and report on outcomes. Communicates with funding agencies and community partners. Maintains project budgets.
- Along with Community Relations Manager, Manages AMHA's Corporation for National and Community Service AmeriCorps VISTA; oversees onboarding, assigns tasks, maintains member reporting, and communicates with VISTA home site as necessary.
- Manages volunteer projects, interviews, screening, training, oversight for volunteer projects. Track hours of engagement and projects.
- May conduct surveys of resident populations (as needed) and publish findings and/or create reports or special presentations for management use.
- Represents AMHA on external committees, boards, and workgroups.

- Gathers, compiles, analyzes, and presents information and statistics for special projects.
- Serves as the primary point-of-contact for external communications to residents and ensures consistency in the presentation of those communications; reviews staff communications to ensure coordinated presentations and messages with respect to programs and activities for residents.
- Provides back up administrative support to the Resident Services Director, Senior Manager, and Resident Services management.
- Performs other duties as assigned.

**Behavioral Competencies:** This position requires incumbents to exhibit the following behavioral skills:

Commitment: Sets high standards of performance; pursues aggressive goals and works hard/smart to achieve them; strives for results and success; conveys a sense of urgency and brings issues to closure; persists despite obstacles and opposition.

Customer Service: Meets/exceeds the expectations and requirements of internal and external customers; identifies, understands, monitors and measures the needs of both internal and external customers; talks and acts with customers in mind. Recognizes working colleagues as customers.

Effective Communication: Ensures important information is passed to those who need to know; conveys necessary information clearly and effectively orally or in writing. Demonstrates attention to, and conveys understanding of, the comments and questions of others; listens effectively.

Responsiveness and Accountability: Demonstrates a high level of conscientiousness; holds oneself personally responsible for one's own work; does fair share of work.

Teamwork: Willingly shares responsibility for work with co-workers, strives to accomplish team goals and objectives. Demonstrates flexibility in balancing job responsibilities and the ability to deal with change. Open to new ideas and approaches.

Project Management/Resource Management: Understands the process of planning, organizing, and controlling resources within a project to achieve specific goals. Completes projects in the time prescribed or makes appropriate provisions if cannot complete project in a timely manner. Uses AMHA resources efficiently and completes assigned projects within budget or obtains approval if project will exceed budget.

**Job Competencies:**

- Knowledge of policies, procedures, goals, objectives, operational entities, requirements, and activities as they apply to Resident Services
- Knowledge of the applicable HUD rules and regulations as they pertain to public housing
- Knowledge of social services and resources available through community agencies

- Knowledge of the needs and attitudes of the physically, socially, and economically disadvantaged, including the youth and elderly population and ability to communicate with individuals of varying social, educational, and economic backgrounds
- Knowledge of database reporting
- Ability to exercise initiative, use sound judgment in analyzing situations, and make decisions in a timely manner
- Ability to present information, both orally and through writing, effectively and in a clear, concise, and convincing manner
- Ability to prepare clear, concise, visually attractive, and accurate reports, correspondence, instructions, training manuals, and other written materials
- Ability to exercise tact and diplomacy in dealing with sensitive, complex, and confidential issues and situations
- Ability to maintain confidentiality
- Ability to establish and maintain effective working relationships with employees, tenants, officials, and the general public
- Ability to assimilate information and present it in a creative, concise, and visually attractive manner for a wide variety of uses

**Education, Experience and Certifications:**

Bachelor's degree required, Master's degree preferred and/or a minimum of 3-5 years of administrative and project management experience in communications, journalism, graphic design, or marketing is required. Must possess a valid Ohio driver's license and be insurable under AMHA's policies.

**Computer Skills:**

To perform this job successfully, an individual should have strong computer skills and become proficient in Efforts to Outcomes case management software and Microsoft Office applications. Familiarity with Tenmast and graphic design software such as Adobe Photoshop, InDesign, Pagemaker or other is desirable. Must be able to learn other computer software programs as required by assigned tasks.

**Physical Requirements:** 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:

While performing the duties of this job, the employee is frequently required to maintain a stationary position, operate computers and other office equipment, move about the office, attend onsite and offsite meetings, and communicate. The employee must be able to accurately exchange information in person, in writing and via e-mail and telephone. The employee must occasionally transport up to 10 pounds.

**Working Conditions:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job:

Office Environment

**Employee Understanding:**

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Employee's Signature

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Date

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Supervisor's Signature

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Date

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.