## **Communications Manager, Government Affairs**

**Current Incumbent:** N/A  **Department:** Marketing/Communications

**Reports to:** Director, Communications **Direct Reports:** 0

**Status:** Full-time, Exempt **Indirect Reports:** 0

**Updated:** 8/1/17

## ***Summary of Position:***

The Communications Manager, Government Affairs, develops and manages the overall communications and marketing strategy for the Government Affairs Department, working collaboratively with staff to build and enhance internal and external awareness, visibility and value of the Department’s programs and services as well as outreach initiatives and partnership programs. The Manager will coordinate all work through the Director, Communications and involve the Senior Manager, Marketing, to ensure cross-departmental planning and coordinated messaging.

## **Principal Accountabilities:**

* Develop and implement communication strategies to ensure positive and productive relationships with internal and external stakeholders including NAA members, state elected officials, government officials, the media, advocacy groups and industry partners.
* Coordinate external communications initiatives with National Multifamily Housing Council.
* Seek out and coordinate NAA participation in external programs and events. Serve as primary contact for external stakeholders with regard to government affairs programs and issues and respond to questions from NAA membership. Participate in meetings and forums in support of NAA priorities.
* Develop and implement communications and marketing campaigns for key Government Affairs events, products and services.
* Create or edit internal and external communications including position papers, testimony, talking points, blog posts, articles, brochures, ads, fact sheets, news releases, and other communication materials as needed. In coordination with the Manager, New Media, utilize online technologies, including use of social media platforms for communicating with external stakeholders.
* Manage the Apartment Advocate process to include gathering content, editing and assembling and

distribution.

* Manage the government affairs pages of NAA’s website including writing new content and posting documents.
* Coordinate external communications initiatives with NMHC.
* Manage the Communications-Government Affairs budget.

## **Position Qualifications:**

***Required***

* 3-5 years’ experience in public relations, public affairs, communications or government affairs, preferably in a legislative or government affairs trade association environment.
* Demonstrated success in developing and executing membership, marketing and communication strategies.
* Strong written communication skills.
* Successful track record building and sustaining relationships, working with elected officials and their staff as well as membership organizations and third party coalitions.
* Experience managing external vendors, budgets, projects and events.
* Strong interpersonal and presentation skills.
* Bachelor’s degree in communications, political science, marketing or related.

**Resume, cover letter and salary history/requirement must be submitted to be considered. Please send to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**