



Position:	Director of Marketing & Communications
Primary Location:	255 Independence Drive
Employment Status:	Full-time, Salaried, Exempt
Reports To:	VP of Marketing & Communications
Description Updated On:	April 3, 2026
Position Effective Date:	Immediate

**Summary/Objective**

The Director of Marketing & Communications is responsible for executing Housing Assistance’s marketing and communications strategy through compelling storytelling, strong brand management, and effective multi-channel content delivery. Reporting to the Vice President of Integrated Marketing, Brand & Communications, this role is responsible for the development of content that elevates the organization’s voice, increases community engagement, and supports programmatic and advancement goals.

This position serves as the organization’s primary content creator and brand steward, ensuring consistency across all platforms while managing day-to-day execution of digital marketing, publications, and communications projects. The Director works collaboratively across departments to translate complex housing work into clear, engaging, and mission-driven messaging.

This role also plays a key part in shaping how diverse audiences, including donors, clients, community members, and municipal partners, understand and engage with Housing Assistance’s impact.

**Essential Functions**

**Marketing, Communications and Brand Management**

- Provide marketing and communications support across all departments.
- Collaborate with program teams to ensure accurate and effective representation of services.
- Serve as lead content developer, crafting compelling, mission-driven narratives across all platforms.
- Write and edit donor communications, program collateral, newsletters, appeals, PowerPoints, and presentations to distribute across print and digital channels.
- Translate housing and programmatic information into accessible, engaging content for diverse audiences.
- Manage and maintain a robust photo and content library.

- Ensure storytelling reflects the voices and experiences of the communities served.
- Lead the development and production of all organizational publications, including but not limited to:
  - *HAC Beat* (quarterly newsletter)
  - *HAC Happenings* (monthly digital newsletter)
  - Annual Report
  - Philanthropy materials (e-appeals, donor communications)
  - Program and service collateral (i.e. housing lottery communications)
- Uphold and implement the organization’s brand standards.
- Support execution of rebrand initiatives.
- Support public relations initiatives to elevate the organization’s visibility and thought leadership in housing.

### **Digital Marketing & Social Media**

- Lead day-to-day management of social media platforms (Instagram, Facebook, LinkedIn, YouTube, TikTok), including content creation, scheduling, and audience engagement.
- Fulfill sponsorship recognition benefits across digital platforms.
- Execute social media campaigns while establishing and tracking key performance indicators (KPIs) to measure effectiveness across channels.
- Monitor trends and recommend new approaches to strengthen digital presence.
- Track and analyze social and digital performance metrics to inform strategy, while segmenting audiences and tailoring messaging to optimize engagement and effectiveness.
- Manage and update the organization’s website (WordPress).
- Develop and execute email marketing campaigns using platforms Constant Contact.

### **Project Management**

- Manage multiple communications projects simultaneously, ensuring timely execution.
- Coordinate workflows with internal stakeholders and external vendors.
- Manage content calendars and production timelines.

### **Required Qualifications, Education, and Experience**

- 5–7+ years of experience in marketing and communications in a nonprofit setting.

- Extensive experience with digital marketing and social media strategy.
- Exceptional writing, editing, and storytelling skills, with the ability to translate complex information for diverse audiences.
- Strong project management skills, with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Experience with digital marketing and social media strategy
- Proficiency in platforms such as Constant Contact, WordPress, Canva, Adobe Creative Suite, and social media management tools.
- Experience developing and managing publications and editorial/content calendars.
- Strong technical proficiency, including Microsoft Office (Word, Excel, PowerPoint), email platforms, databases, and general marketing technologies.
- Collaborative, adaptable, detail-oriented, and strategic in approach.
- Experience in housing or community development is a plus.
- Valid Massachusetts driver's license.

### **Physical and Mental Job Requirements**

- Use of and/or subject to:
  - Driving to meetings, may drive HOUSING ASSISTANCE vehicle for bus tours, etc.
  - Computers/monitors
- Physical requirements:
  - Frequent standing
  - Frequent sitting
  - Frequent walking
  - Frequent handwriting and typing
  - Constant hearing
  - Frequent speaking
- Mental requirements:
  - Understand and apply routine verbal and/or written instructions
  - Understand and apply non-routine verbal and/or written instructions
  - Understand complex problems and collaborate to explore alternative solutions
  - Organize actions to complete sequential and/or routine tasks
  - Organize and prioritize individual work schedule to manage multiple tasks and/or projects
  - Organize and prioritize the work schedules of others to manage multiple tasks and/or projects
  - Make decisions that have an impact on the individual's work
  - Make decisions that have an impact on the immediate work unit's operations and/or services
  - Make decisions that have significant impact on a department's credibility, operations, and/or services
  - Make decisions that have an impact on the health and wellbeing of clients

- Communicate and exchange routine/basic information
- Communicate and explain a variety of information
- Communicate in-depth information for the purpose of interpreting, and/or negotiating
- Memorization/concentration
- Learning/knowledge retention
- Preparing/analyzing numerical figures
- Analyzing/examining/testing data
- Emotional/behavioral self-regulation
- Interacting with others

**Work Environment**

- The functions of this role are conducted in an office setting at Housing Assistance’s headquarters located at 255 Independence Ave, Hyannis, MA 02601.

**Hours of Work**

- This role is paid on a salaried basis.
- Typically, full-time salaried employees work 35 hours during a Monday through Friday work week. However, this is a salaried position. Therefore, the individual is expected to work as required to complete the duties of the position. This may mean hours beyond 35 per week are required.

**AAP/EEO Statement**

The Housing Assistance Corporation (“HOUSING ASSISTANCE”) is committed to a firm policy in favor of equal employment opportunity and will abide by all applicable state and federal regulations by not discriminating against any applicant or employee on the basis of race, religion, color, creed, sex, age, national origin, citizenship status, marital status, sexual orientation, gender identity and expression, disability or veteran status. Our commitment to equal employment opportunities shall include employment, upgrading, promotion, demotion, transfer, leaves or other absences from work, layoff, compensation and benefits, selection for training or other education, professional opportunities and conflict resolution.

It is also the policy of HOUSING ASSISTANCE to take affirmative action to employ and to advance in employment, all persons regardless of their status as woman, minority or individuals with disabilities or protected veterans, and to base all employment decisions only on valid job requirements.

Please inform us of any necessary accommodation required during the application process and/or at any time during employment.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Signatures**

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_

Manager \_\_\_\_\_ Date \_\_\_\_\_