



## **Vice President of Communications**

The New York City Housing Development Corporation (HDC) is a public benefit corporation and the nation's largest municipal Housing Finance Agency. HDC's programs support the construction and preservation of multi-family affordable housing in New York City.

**Area of Talent:** Communications & Inter-Governmental Affairs

**Position Type:** Full Time/Exempt

**Salary Range:** \$135,000 to \$150,000

**Office Location:** NYC/Financial District

### **Position Summary:**

The NYC Housing Development Corporation (HDC) seeks a Vice President of Communications who will also serve as the Assistant Commissioner for Communications at the NYC Department of Housing Preservation and Development (HPD).

This individual is charged with formulating strategies to effectively communicate HPD/HDC initiatives, achievements, and policies; to broaden the visibility and credibility of HPD and HDC; and to educate policy makers and the public about the issues and challenges of affordable housing in New York City.

This role is responsible for the control, coordination, and dissemination of all public information for both agencies, and manages the communications team, coordinating with senior leadership, program areas across HPD and HDC, and partners at City Hall and other City agencies.

The Vice President, Communications works closely with the HPD Commissioner, HDC President, and all senior staff to shape the institutional message and convey it to diverse audiences.

### **Job Responsibilities:**

- Develop and oversee the implementation of a strategic and proactive communications strategy for HPD/HDC.
- Manage a communications team to support the development and execution of the communications strategy and planning and coordination of all public relation activities.
- Oversee, produce, and edit quality communications materials, including press releases, opinion pieces, fact sheets, speeches, print and digital content, the HDC annual report, and both external and internal messaging.
- Serve as the primary agency spokesperson and speechwriter for the HPD Commissioner and HDC President for all formal speaking engagements; brief senior leadership for any press or public appearances; and review remarks and public-facing documents prepared by other offices across HPD/HDC.
- Manage and partner with the press team to respond to media inquiries, draft statements, plan events, and generate media interest in stories, op-eds, and interviews to advance HPD/HDCs' priorities and enhance their profile.
- Oversee the website and social media channels for both agencies as well as the creative production and launch of any advertising, public campaigns, and print or digital content.

- Collaborate with the Mayor's press office on a daily basis, as well as communications staff from sister agencies, elected officials, and external partners.
- Responsible for communicating with the agency partners in an effective and compelling way, as well as drafting internal agency communications, including bi-weekly Commissioner's emails.

**Required Qualifications:**

- A minimum of seven to ten years of experience, with a preference for a minimum of 2 of those years in a managerial capacity, in communications, press, and/or related fields in a competitive and fast-paced environment.
- Experience in managing communication activities for high-level executives in the private or public sector preferred.
- Proven experience in developing and executing comprehensive communications campaigns.
- Ability to think on one's feet in difficult and fast developing situations.
- Ability to synthesize complex issues into accessible and compelling content.
- Superior written and oral communications skills.
- Experience in speechwriting and strategic message development.
- Experience in building, mentoring, and coaching a team of communications specialists.
- Excellent relationships with the media and ability to build new ones.
- Comfort with both traditional and new media platforms.
- Creative thinker, problem solver, and motivated team player.
- Strong familiarity with the public policy arena and political process.
- Strong understanding of the New York City news media markets.
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Bachelor's degree required. Master's degree a plus.

Submitted resumes must be accompanied by a cover letter. Please email your cover letter and resume to [jobs@nychdc.com](mailto:jobs@nychdc.com) or fax to (646) 304-4819.

*As of August 2, 2021, all HDC hires must be vaccinated against the COVID-19 virus, unless they have been granted a reasonable accommodation for religion or disability.*

*If you are offered employment, this requirement must be met by your date of hire, unless a reasonable accommodation for exemption is received and approved by HDC.*

**HDC demonstrates a strong commitment to its employees by providing a salary that is competitive and commensurate with experience and excellent benefits including health benefits, retirement savings and career development programs.**

**HDC is an Equal Employment Opportunity Employer.**

HDC is committed to the full inclusion of all qualified individuals. As part of this commitment, HDC will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact Human Resources by emailing [HR@NYCHDC.com](mailto:HR@NYCHDC.com).