

Communications & Engagement Officer



At a Glance

Time Commitment: Full-Time, 37.5 hours/week

Experience Level: Intermediate, Mid-Career

Team: Philanthropy and Communications; reports to Director of Philanthropy

Salary: \$55,000-\$65,000/year + benefits

Location: Asheville, NC

Anticipated Start Date: July 1, 2024

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The Opportunity

Mountain Housing Opportunities (MHO) has delivered affordable housing solutions for income-limited homeowners and renters in and around Buncombe County since 1988. In 2020, MHO's Board of Directors adopted an ambitious 5-year Strategic Plan that outlined goals to help meet our region's demand for more and better affordable housing solutions. That plan includes increasing production for both affordable rental and homeownership units, doubling the number of households served by home repair, expanding our down payment assistance program, adopting a service-enriched housing model for MHO's affordable rental communities, growing philanthropic support, and examining our outcomes across our services in order to identify and improve our ability to deliver services that address historic inequities and deliver justice and empowerment through housing. As we continue to scale our work to meet our region's affordable housing needs, MHO is seeking a dynamic external relations professional to join our growing team. The Communications and Engagement Officer will develop and deliver innovative strategies to build awareness, grow connections, showcase impact, and inspire support. Your work in this role will help empower people and produce direct and lasting positive change.

Position Summary

The Communications and Engagement Officer will be responsible for planning, guiding, and supporting the overall communications and engagement strategy for current and prospective supporters of Mountain Housing Opportunities. This includes but is not limited to extensive writing, content sourcing and creation, and project management for print and digital communications, website, social media, press releases, and other philanthropy-oriented collaterals. This position shares responsibility for event strategy and production, which includes MHO's annual signature fundraising event, real estate development events such as

groundbreakings and grand openings for MHO communities, and other constituent engagement events as necessary. Finally, this role supports MHO's program staff and leadership team in growing awareness of and building connections to MHO's suite of affordable housing programs among eligible audiences and the community at large. This position's area of responsibility is supported by a contracted brand agency that provides project management, design, media relations, web development, advertising, and other necessary services.

Reports to: Director of Philanthropy

Essential Duties and Responsibilities

Content Creation and Communications (50%)

- Source stories and develop content to produce a variety of digital and print materials, including but not limited to monthly newsletters, press releases, email communications, website and social media content, video copy, impact reports, event-related communications, and other collaterals as needed
- Liaise with contracted brand agency on design and production of digital and print collaterals
- Manage MHO's website content, partnering with colleagues and contracted brand agency for content updates and accuracy
- Manage email marketing platform (Constant Contact); create and implement strategies to grow subscriber base; track and report email-related statistics
- Manage MHO's social media channels, overseeing content creation for relevant and timely posts related to MHO's work as well as topics relevant to affordable housing and community development (Facebook, Instagram, LinkedIn)
- Identify and contract with strategic media outlets (print, digital, broadcast, etc.) to advertise MHO's affordable housing services and/or to grow awareness and garner philanthropic support from priority audiences

Event Planning and Production (30%)

- In partnership with the Director of Philanthropy, co-lead production of annual signature fundraising event as well as for intermittent stewardship, community engagement, and development milestone events including groundbreakings and grand openings; oversee logistics and deliverables for these events
- Under supervision of the Director of Philanthropy, source, select, and manage vendors and contractors required for event production with an emphasis on utilizing local and women/minority owned businesses.
- Assist in preparing talking points or writing scripts; assist in creating audiovisual presentations as needed (slide decks or other accompanying AV)

- Partner with Philanthropy Department colleagues to deliver sponsor/supporter benefits; track and provide print, digital, and other event-related visibility statistics to demonstrate audience impact with sponsors and supporters

Strategy, Planning, and Departmental Support (15%)

- Under the supervision of the Director of Philanthropy, work collaboratively to develop and guide an annual communications and engagement plan with goals, strategies, and tactics designed to steward current supporters and subscribers, build new connections and grow audiences, inspire giving, and broaden awareness of MHO's programs and priorities through communications and events
- Create and maintain an annual communications and engagement calendar that plots 12-18 months of activities, including timelines for production, in alignment with the Philanthropy and Communications Department annual plan and overall organizational priorities; work collaboratively with colleagues and in partnership with supervisor to ensure that any necessary dependencies and/or deliverables are understood and will be fulfilled per deadlines
- Track spending and assist in managing budgets
- Support and engage MHO Board of Directors and other volunteer leaders, in particular members of the Resource Development Committee; actively contribute to and guide committee work as needed
- Participate as integral member of Philanthropy and Communications department, attending meetings, supporting activities, and executing other departmental tasks as necessary

External Relations (5%)

- Serve as first point of contact for media outreach; coordinate responses to media inquiries from press or other partners
- Represent Mountain Housing Opportunities at meetings and events for various external audiences; be prepared for occasional public speaking engagements as necessary

Supervisory Responsibilities

There are no supervisory responsibilities for this position, however, this position is charged with managing contractor and vendor relationships.

Required Qualifications

- Strong affinity for MHO's mission and service population and shared commitment to MHO Values
- Bachelor's degree in related field or equivalent career experience

- Minimum of 3 years progressive professional experience in communications, marketing, media relations, copywriting, event production, or donor/constituent engagement activities
- Exceptional writing, editing, and proofreading skills; proven ability to produce compelling content for a variety of audiences across a variety of formats
- Proficiency in business software applications, including Google Workspace and/or Microsoft Office
- Proficiency in digital marketing tools and platforms, including social media, email marketing software, and content management systems
- Valid Drivers License and reliable transportation

Other Helpful Skills

- Basic graphic design, photo and video editing, and website design proficiency using applications such as Adobe Creative Suite or Canva (preferred)
- Experience in working in the Non-Profit sector (preferred)
- English/Spanish bilingual: MHO will provide a \$5,000 salary addition for full English/Spanish language fluency (subject to verification)

Competencies

- Clear and confident communicator
- Curious, investigative, and ethical storyteller who demonstrates active and generous listening skills
- Passionate about producing engaging, impactful, and high-quality communications and events
- Demonstrates tenacious attention to detail and content accuracy
- Excellent interpersonal and collaboration skills with the ability to work effectively across teams and with external partners
- Manages shifting priorities and complex workflows in a dynamic work environment
- Develops and deploys effective project management and time management practices
- Able to discover challenges, identify and implement resolutions, and adjust approach as needed
- Tactfully navigates interactions with a broad range of current and prospective MHO clients, residents, colleagues, supporters, and partners
- Builds trust through accountability, demonstrates compassion, practices patience, cultivates optimism
- Demonstrates a high level of professionalism in dealing with confidential and sensitive issues

- Actively seeks out and participates in ongoing learning and skill-building opportunities related to responsibilities, organizational priorities, industry, and sector

Working Conditions

Cognitive: Able to accurately read written information, communicate via phone and via email, and verbally/in-person in the English language; able to understand and relate to concepts behind specific ideas and remember multiple tasks/assignments given over a period of days; able to attend to tasks/functions for more than 60 minutes at a time; able to concentrate on detail in both office and field with moderate interruption.

Physical: Must be able to work on a computer for extended periods; able to push/pull/carry objects less than 20 pounds; sit, stand, bend, kneel, walk, climb stairs; may need to enter/exit buildings that are under construction, occasionally, without normal ingress/egress available; able to travel offsite, as needed via necessary transportation, to MHO sites, meetings, and events, or to attend out-of-town meetings, trainings, or events.

Environmental: Subject to low to moderate noise typical of office work environments (computers, printers, staff interactions); occasionally exposed to construction site noise and hazards for short periods of time; must wear personal protective equipment, such as safety glasses, hardhat, earplugs, and safe footwear when warranted; may be subjected to various weather conditions including hot or cold temperatures and precipitation.

Time-Oriented: Must be able to work 37.5 hours during the regular workweek (Monday-Friday), with occasional work required during evenings, weekends, or holidays.

Salary and Benefits

This position will receive a competitive total compensation package. The salary range is \$55,000-\$65,000 and is eligible for a \$5,000 salary addition for full Bilingual English/Spanish language fluency. MHO provides employer paid medical, dental, vision, life, short and long-term disability insurance; 3% retirement contribution; 12 paid holidays; and 20 days PTO in year 1, increasing one day per year of service up to 25 days.

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Equal Opportunity Employer

MHO provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender (including pregnancy), sexual orientation, gender identity or expression, national origin, age, disability, genetic information,

marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state or local laws. MHO complies with applicable federal, state and local laws governing nondiscrimination of employment in every location in which MHO has employees.

About Us

Founded in 1988 by volunteers, Mountain Housing Opportunities is the regional nonprofit leader in developing and preserving safe, stable, and affordable housing in Buncombe County and beyond. MHO serves more than 2,000 households each year in western North Carolina through affordable rental homes, essential home repair, the construction and sale of new affordable homes, and down payment assistance. MHO's mission is to build and improve homes, neighborhoods, communities, and lives, and build hope and dignity in the people we serve. MHO is a 501(c)(3) non-profit organization and operates as a Community Development Housing Organization (CHDO) and a Community Development Financial Institution (CDFI). Visit <https://mtnhousing.org/> to learn more.