



Housing Authority of Bexar County / San Antonio, Texas 78202  
 (210) 231-2012 ☐ Fax (210) 225-6976

## POSITION DESCRIPTION

<b>TITLE</b>	Director of Public Affairs, IT, & Special Projects	<b>SEND RESUME TO</b>	<a href="mailto:Jamie.flechas@habctx.org">Jamie.flechas@habctx.org</a>
<b>SUPERVISOR</b>	Executive Director	<b>DEPARTMENT</b>	Operations
<b>REGULAR/TEMP</b>	Regular	<b>FULL/PART</b>	Full-time

**Position open until filled.**

### **SUMMARY OF WORK PERFORMED:**

Influences the public by gathering information; representing the organization to the public and finding public opportunities to highlight executive strategies. Maintains public and employee awareness of organization issues by planning and directing external and internal information programs. Determines and accomplishes public relations objectives; defines the organization's position; represents the organization at business events; responsible for the agency's intergovernmental affairs; influences public opinion to the organization's point of view; keeps senior management informed; prepares budget; improves quality results; avoids legal challenges; develops and coordinates favorable relations with marketing, social media, local media, and journalistic community. Supports organization goals and objectives; identifies external and internal information needs; plans information programs; informs public and employees; responds to media inquiries and maintains rapport with media representatives.

In addition, responsibilities of this position include establishing best practices in project management, resource planning, business realization, and facilitation of project prioritization for operational and strategic and special projects across the organization.

### **Essential Functions:**

*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.*

- Determines public relations, information technology, and special projects objectives by collecting relevant information; identifying short-term / long-range issues; identifying and evaluating options; recommending a course of action.
- Supports organization goals and objectives by developing external and internal information programs.
- Accomplishes public relations objectives by designing and conducting special projects; establishing relationships with lobbyists, consultants, Memberships, and others non profit-organizations and governmental partners. Projects will include production of Annual Reports, Newsletters, briefing books, pamphlets, and other creative marketing tools.
- Identifies external and internal information needs by researching trends, conducting and purchasing surveys and analyzing responses.
- Communicates policies, programs and positions the organization by studying legislation and regulations; consulting with executives on potential impact; developing background papers; reviewing positions with senior management and the Board of Commissioners.
- Represents the organization at business events by providing opinion, offering support, and gathering information.
- Influences public opinion to the organization's point of view by educating the public on issues; building coalitions with, and influencing, companies and trade associations; maintaining public focus on executive strategies.
- Keeps senior management informed by reporting to senior management and the board of commissioners, as necessary, on government affairs developments and results of the agency's actions.
- Maintains financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Improves quality results by studying, evaluating, and re-designing processes; implementing changes.

- Avoids legal challenges by understanding current and proposed legislation; enforcing regulations; recommending new procedures; complying with legal requirements.
- Updates public relations job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations and memberships.
- Enhances public relations and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Maintains awareness of legislative activities affecting agency operations and the potential impact on agency operations; tracks State and Federal legislation; anticipates legislative issues and identifies opportunities to develop and influence policy to best meet the needs of the agency.
- Researches legislative and government affairs issues and prepares information for the Executive Director, agency staff and committees by scheduling meetings, preparing briefings and memos on selected legislation impacting the agency.
- Will execute the above and other duties as assigned.

### **Knowledge, Skills, and Abilities:**

- Writes effectively using various styles to address different needs and audiences.
- Uses Web research, analyst reports, focus groups, surveys, & questionnaires to uncover useful market information.
- Knows customer demographics and can predict customer behavior.
- Skilled at summarizing and analyzing information for budgeting revenues and expenses.
- Influences others to take a point of view or conclusion by understanding their motivations.
- Develops a media plan that supports the overall marketing strategy.
- Plans and coordinates community outreach events.
- Ability to develop & maintain strong working relationships. This includes serving as a liaison to City & County groups.
- Familiarity with issues of compliance for state and federal regulations.
- Experience developing and implementing process improvement initiatives.
- Demonstrate professionalism at all times.
- Takes feedback constructively and makes effort to improve skills.
- Keeps public informed of new developments through press releases and event coordination.
- Ability to communicate clearly and concisely, both orally and in writing.
- Skill in using office machines and equipment such as calculators and computers.
- Excels at organization, time-management, problem solving, procurement and budgeting.
- Excellent computer skills to include Microsoft Office Suite - Word, Excel, PowerPoint, and Access.

### **Supervision:**

The employee receives work assignments and instructions from the Executive Director. Normally, the instructions are broad and general. In unusual situations the supervisor may specify how to accomplish assigned work. The employee performs routine tasks without direct supervision.

### **Responsibility for Confidential Matters:**

The employee will have access to sensitive information. The employee will be required to ensure all confidential information is secured at all times.

### **Complexity:**

The employee is required to exercise personal judgement in making decisions in accomplishing assignments. Non-routine situations are usually discussed with the executive director to determine a resolution.

### **Physical Demands:**

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To perform this job successfully, the employee is frequently required to remain in a stationary position. Daily movements include sitting; standing; operating computers and other office equipment; moving about the office. The employee must be able to communicate via email and verbally via telephone. The employee must occasionally transport up to 15 pounds.

Seeing to read a variety of materials. Lifting, carrying, pushing, or pulling light to moderately heavy objects. Bending at the waist, kneeling, etc.

### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 10 pounds, and occasionally lift and/or move up to 25 pounds. Sitting for long periods of time, sedentary. Specific vision abilities required by this job include close vision, peripheral vision, depth perception, and the ability to adjust focus. Work may also involve eye strain from working with computers and other office equipment.

In compliance with the Americans with Disabilities Act, Housing Authority of Bexar County will make reasonable accommodation to the known disability of a qualified applicant or employee to enable people with disabilities to enjoy equal employment opportunities, if it would not impose an "undue hardship" on the operation of the employer's business.

Salary: Commensurate with experience.

HABC is an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.

### **Education & Experience Required:**

- Bachelor's degree in Journalism, Information Technology, or related field from an accredited college or university required. Five years of progressively responsible experience in administration with five years of supervisory or delivery of public relations programs for the advancement of organizational goals.
- Considerable knowledge of federal, state, and local laws, rules and regulations pertaining to low-income housing, and Authority policies and procedures on such housing.
- Bilingual, Spanish speaking preferred or highly recommended.

### **Education & Experience Preferred:**

- Masters' degree in Journalism, Information Technology, or related field from an accredited college or University.
- 6+ years of progressively responsibility, and supervisory of public relations programs for the advancement of goals.
- Direct the continuous improvement of Information Systems and procedures to maintain pace with economic change, technological advances, system development priorities, and business needs.
- Evaluates, recommends, and/or approves computer, communication, and office systems.
- Implement, educate, and ensure compliance to IT Management Processes and Quality programs.
- Monitor the security of data to ensure the integrity and reliability of all systems.
- Identify operational issues impacting service levels and streamline IT processes to provide real-time visibility into regional support and services delivery performance.

**Position open until filled.**

**HABC is an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.**