



Job Title: Community Relations Manager

Salary Range: \$68,000 - \$73,000 per year

About Sol Housing:

Sol Housing is dedicated to developing affordable multifamily housing in Albuquerque. We are seeking a passionate and experienced Community Relations Manager to play a key role in our mission. This position offers an exciting opportunity to contribute to a vital community need and work collaboratively with a dedicated team.

Summary of Responsibilities

The Community Relations Manager will be responsible for developing and implementing strategies to promote Sol Housing, engage with the community, and secure funding for affordable housing projects. This includes managing all aspects of public relations, marketing, communications, and community outreach. The Manager will also cultivate and maintain relationships with key stakeholders, including community leaders, media representatives, and potential funders.

Essential Duties and Responsibilities:

- Support the Sol Housing team throughout the housing development process, including funding applications, community engagement, advertising activities, brochure and website development, and award applications.
- Develop and execute a comprehensive public relations strategy to effectively communicate Sol Housing's mission and vision to the community.
- Design and implement impactful community outreach programs to engage residents, supporters, and partners.
- Build and maintain strong relationships with community leaders, media representatives, and other key stakeholders.
- Develop and implement marketing initiatives across various channels, including print, digital media, social media, and website content.
- Create compelling content, such as brochures, press releases, annual reports, and presentations.
- Represent Sol Housing at community meetings, with legislators, and on relevant committees, advocating for affordable housing initiatives.
- Ensure consistent branding and messaging across all communications materials.
- Perform other related duties assigned by the Executive Director.

Knowledge, Skills, and Abilities:

- Exceptional written and verbal communication skills, including public speaking experience.
- Proven ability to write compelling narratives for grants, technical documents, or other professional materials.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, graphic design software, social media platforms, and website management tools.
- Demonstrated experience in planning and executing successful nonprofit events.
- Strong organizational skills, attention to detail, and the ability to work effectively both independently and as part of a team.
- Excellent interpersonal, leadership, customer service, and management skills.
- Ability to thrive in a fast-paced environment and meet deadlines.
- Strategic thinking skills and the ability to develop innovative solutions to address challenges in the affordable housing market.

Education and/or Experience

- Bachelor's Degree or higher from accredited college or university
- Three years' experience in public relations, marketing, and communications for nonprofit organization
- One year of supervisory experience

Physical Demands and Working Conditions

Work schedule will generally be during normal business hours, with some night and weekend work. Working conditions will generally be in an interior, climate-controlled environment, with some external work. Must be able to travel to job sites. Some tasks may require the ability to lift or move 20-40 lbs. *Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The responsibilities and requirements for this position may change.*

We hope you feel enthusiastic about this opportunity after reading its description. Even if you do not meet all the criteria mentioned, **we urge you to apply**. Research has shown that women and people of color often only apply for jobs if they feel they can perform every task mentioned in the job description. However, we are more interested in finding the best candidate for the job. That candidate might come from a less conventional background.

Submit resume and cover letter to info@solhousing.org

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