



## JOB DESCRIPTION

**POSITION:** Asst Deputy Dir for External Affairs, Policy and Research    **FLSA:** Exempt    **DATE:** 11/17

**REPORTS TO:** Deputy Director Administration & Operations    **DEPT/DIV:** Executive    **GRADE:** D7-2

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*RIHousing is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*

**RIHousing** strives to ensure that all people who live or work in Rhode Island can afford a healthy, attractive home that meets their needs. A good home provides the foundation upon which individuals and families thrive, children learn and grow, and communities prosper.

To achieve our mission we:

- Offer fair, affordable and innovative lending programs.
- Provide housing related education to consumers and others.
- Promote and finance sensible development that builds healthy, vibrant communities.
- Provide housing grants and subsidies to Rhode Islanders with the greatest need.
- Team up with partners to improve everything we do.

RIHousing uses its resources to provide low-interest loans, grants, education and assistance to help Rhode Islanders find, rent, buy, build and keep a good home. Created by the General Assembly in 1973, RIHousing is a privately funded public purpose corporation.

RIHousing requires its employees to be highly motivated and knowledgeable, have a sound understanding of the changing needs of Rhode Island's housing market, be willing to work within and toward a smoothly integrated operation, demonstrate a commitment to serve the people of Rhode Island, especially those with low and moderate incomes in need of safe and affordable homes, and possess a high level of integrity and a deep respect for all Rhode Islanders, including customers, partners and fellow employees.

## JOB SUMMARY

Working closely with the Executive team, this position assumes primary responsibility for development, execution, and communication of sound, research-backed strategic policy for the Agency, as well as for the development and implementation of a comprehensive and cohesive Communication strategy which ensures consistent, robust messaging of RIHousing's Policy positions and goals to all stakeholders – internal, external, and governmental/regulatory.

## JOB FUNCTIONS

As Rhode Island's only housing agency, RIHousing has need of ongoing and proactive strategic housing Policy development, supported by comprehensive, authoritative research protocol and communicated to all stakeholders with efficiency and consistency of message. This position will ensure that this need is met through a multilayered approach by staying abreast of local and national housing trends and data, maintaining a network of contacts among legislative influencers on the municipal, State, and national level, and by maintaining communication protocols which assure that all stakeholders – consumer, legislative, employee, and public – are provided a clear understanding of RIHousing policy which is both timely and comprehensive.

This position will work closely with Senior Management and Division Directors to ensure that these goals are consistently met, and will leverage internal and external resources as needed to maintain RIHousing's position in the State. It is expected that this position will serve as a resource and repository of information on matters of interest to the Agency in the development of its policy, and once policy has been developed, as an effective vector for dissemination of that policy. Some of the ways in

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which this position is expected to accomplish this mandate in each functional area are as follows:

**Communications:**

- Supporting a holistic approach to Agency Communication consistency by creating short and long term plans for developing synergy amongst a wide range of external communication channels such as interactions involving the media (through information releases, press coverage, speaking engagements, groundbreakings and ribbon cuttings, etc.), social media and other electronic messaging, advertising efforts, promotional materials, external presentations, informational publications, internal communications, and all instances where the Agency brand is being utilized in any capacity.
- Developing a comprehensive master contact list database of legislative contacts, media contacts, public relations contacts, and consumer contacts.
- Identifying, executing, and providing direct support for any media opportunity and/or public relations opportunity which may align with the Agency's overall communication strategy (press briefings, trade shows, community events, etc.).

**Policy:**

- Stays abreast of, and when required takes an active role in, the development of public housing policy which has a direct or indirect effect on any of RIHousing's business interests. To this end, position must establish and maintain open channels of communication with reliable and responsive policy influencers on the municipal, State, and Federal levels, and develop champions for RIHousing among State legislators.
- Recommends and participates in the development of RIHousing strategic policy positions, monitors and implements best practices to support Agency policy, and recommends and implements appropriate policy outreach for leadership team as relates to elected officials, government hearings, and other policy venues.
- Manage RIHousing's presence at external meetings, Board of Commissioners meetings, and statewide Economic Development discussions to promote RIHousing as an economic force in the State.

**Research:**

- Develops and maintains a repository of resources to assist in efficiently supporting the research needs of all business lines within the Agency.
- Coordinates with other Agencies and groups concerned with local, State, and national housing policy to pool and extract data on housing trends, forecasts, historical analysis, or any other informational areas which may prove valuable to RIHousing in the development of policy, new programs or initiatives, or other research objectives.
- Keeps abreast of Federal regulatory changes and assesses their potential to impact RIHousing and its programs.

**PRINCIPAL ACCOUNTABILITIES**

- Manages Policy, Communications, and Research staff
- Develops metrics to accurately measure performance and ROI of areas of responsibility
- Maintains RI Housing programs budgets
- Oversees collateral inventory and support for various business lines within the scope of the position

**QUALIFICATIONS**

- At least 10 years' progressive experience in Policy or Communications role with a governmental, quasi-governmental or nonprofit entity.
- Proven experience successfully negotiating State of RI and Federal legislative processes and procedures.
- Previous legislative, policy writing, housing policy, or lobbying experience desirable.

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- Demonstrable ability to successfully process and scale complex, sometimes abstract policy to granular, real-world application, and communicate effectively to a wide audience.
- Bachelors Degree in Public Administration, Communications, Nonprofit Management or related discipline (Masters preferred).