



COMMUNICATIONS ENGAGEMENT SPECIALIST

Organization Overview

The Seattle Social Housing Developer is a Public Development Authority (PDA) committed to creating, owning, and stewarding permanently affordable, mixed-income social housing that is publicly financed, publicly controlled, and free from market speculation. As we lay the foundation for this transformative model, guided by international examples and rooted in public accountability, we are building a team to define a new standard for equitable, sustainable, and community-centered housing development in Seattle. Our goal is to expand access, strengthen the social fabric of our city, and ensure housing that is affordable forever and inclusive by design for current and future generations.

Position Overview

The Communications Engagement Specialist partners closely with the Director of Communications and Public Relations to advance the organization's visibility, storytelling, and engagement efforts across both external and resident audiences. Working as a collaborative member of the communications team, this position helps bring organizational priorities to life through compelling content, digital communications, community storytelling, and audience engagement.

The Communications Specialist shares responsibility for maintaining a consistent and authentic organizational voice across communication channels and contributes ideas, content, and audience insights that help inform communications planning and priorities. This position manages day-to-day communications activities, including social media, website content, newsletters, digital outreach, and content development, while working closely with the Director to ensure communications efforts support organizational goals.

In addition, the Communications Engagement Specialist partners with the Resident Liaison to strengthen resident-facing communications, including onboarding materials, community updates, resource guides, event promotion,



and engagement initiatives that help residents feel informed, connected, and empowered within the community. Through ongoing collaboration with the Resident Liaison, Director of Communications and Public Relations, and other staff, the Communications Engagement Specialist helps ensure communications are timely, accessible, and aligned across audiences.

This role combines strong execution skills with collaboration, creativity, and relationship-building. The ideal candidate enjoys working as part of a team, contributing ideas, gathering stories, and helping translate organizational initiatives into clear, engaging communications. They are equally comfortable drafting a social media campaign, developing resident-facing materials, coordinating a newsletter, or helping identify opportunities to elevate community voices and organizational impact.

The successful candidate is a highly organized communicator who thrives in a collaborative environment, takes initiative, and values partnership. They understand that effective communications are built through strong relationships, thoughtful coordination, and consistent engagement with residents, staff, partners, and the broader community.

Position Details

Job Title: Communications Engagement Specialist

Department: Communications & Public Relations

Reports To: Director of Communications & Public Relations

FLSA Status: Non-Exempt, Hourly

Salary Range: The hourly range for this full-time position is \$40.87 – \$50.48 per hour, equivalent to an annualized range of \$85,000 – \$105,000, depending on qualifications and experience. This is a full-time, non-exempt position eligible for overtime in accordance with federal and state law. The Seattle Social Housing Developer offers a comprehensive benefits package, including medical, dental, and vision coverage as well as participation in the Public Employees' Retirement System (PERS), a retirement plan for state and local government employees.

To apply, please send a resume, cover letter and three work samples to careers@seattlesocialhousing.org

Essential Duties and Responsibilities

External Communications

- Collaborate with the Director of Communications to help maintain the organization's social media channels, including content creation, scheduling, monitoring, and engagement.
- Create written, graphic, and digital content that highlights organizational programs, events, partnerships, and community impact.
- Draft, format, and distribute electronic newsletters and other communications to external audiences.
- Help maintain and update website content to ensure information is current, accurate, and engaging.
- Assist with promotion of organizational events, initiatives and activities.
- Gather and develop stories, testimonials, photos, and other content that showcase the organization's mission and impact.
- Track and report basic communications metrics and engagement data.
- Help maintain communications calendars, content libraries, and digital assets.

Resident Communications

- Work in deep collaboration with the Resident Liaison to design materials that support, encourage and make more accessible resident engagement of the resident governance infrastructure.
- Design and maintain resident onboarding materials, guides, and informational resources.
- Support communication of community events, programs, opportunities, and announcements to residents.
- Assist in developing materials that foster resident engagement, participation, and community connection.
- Develop and adapt communications materials in multiple languages and accessible formats to ensure residents from diverse cultural, linguistic, and lived-experience backgrounds can access and engage with important information.
- Support the implementation of language access and inclusive communications practices, including coordinating translation, interpretation, and culturally responsive messaging when appropriate.
- Ensure resident communications are clear, accessible, timely, and consistent with organizational messaging.
- Help gather resident stories and feedback for use in organizational communications and community-building efforts.

Collaboration & Administrative Support

- Partner with the Director of Communications and Public Relations to implement communications priorities, contribute content ideas, and identify opportunities to strengthen engagement and visibility.
- Collaborate with the Director in maintaining communications calendars and organizational messaging across platforms.
- Work closely with staff, residents, partners, and community members to gather information, develop stories, and create communications materials that reflect diverse perspectives and experiences.
- Coordinate across departments to ensure communications efforts support organizational initiatives and resident engagement goals.
- Maintain organized records, files, digital assets, and communications resources.
- Contribute communications insights, audience feedback, and engagement data to help inform future communications efforts.
- Perform other related duties as assigned in support of organizational communications and engagement objectives.

Required Skills and Abilities

- Excellent written and verbal communication skills, with the ability to tailor messaging for diverse audiences.
- Strong editing, proofreading, and attention-to-detail skills.
- Ability to create engaging content for social media, newsletters, websites, and other communications platforms. A keen interest in creating digestible social videos for Instagram and/or TikTok on complex matters is especially valuable.
- Proficiency with common digital communication tools, including social media platforms, email marketing software, and website content management systems.
- Basic graphic design and visual content creation skills using tools such as Canva or similar platforms.
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines simultaneously.
- Ability to work independently while maintaining consistent communication and collaboration with team members.
- Strong interpersonal skills and the ability to build positive working relationships with residents, staff, partners, and community members.
- Ability to exercise sound judgment, maintain confidentiality when appropriate, and represent the organization professionally.

- Commitment to equity, inclusion, and respectful communication with people from diverse backgrounds and lived experiences.
- Ability to adapt to changing priorities and respond effectively in a dynamic, community-centered environment.
- Proficiency with Microsoft Office and Sharepoint.

Preferred Experience

- Experience working in nonprofit, community development, housing, social services, or mission-driven organizations.
- Experience creating resident-facing, community-facing, or customer-facing communications.
- Photography, videography, or content creation experience.
- Familiarity with Mailchimp, Constant Contact, WordPress, Canva, Adobe Creative Suite, or similar platforms.

Education and Experience

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, English, Creative Writing, Nonprofit Management, or a related field; or an equivalent combination of education, training, and relevant experience.
- 5 plus years of experience in communications, marketing, community engagement, public relations, nonprofit communications, or a related field.
- Experience managing social media platforms and creating digital content for organizational audiences.
- Experience writing and editing content for a variety of formats, including newsletters, websites, social media, and promotional materials.
- Multilingual skills and experience communicating across diverse cultural and linguistic communities are highly desirable. Proficiency in languages spoken by residents and communities served by the organization is a plus.

Other Requirements

- Must pass a background check.



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