

## **COLUMBIA HOUSING AUTHORITY, SOUTH CAROLINA**

JOB DESCRIPTION, December 2018

JOB TITLE: Public Relations and Administrative Manager

### **GENERAL STATEMENT OF JOB**

The Public Relations and Administrative Manager is responsible for disseminating information to the public and other interested parties reference Columbia Housing Authority's administrative activities and assisting senior staff with various special projects to include preparing grant proposals, completing project performance reports, and developing the annual plan.

### **SPECIFIC DUTIES AND RESPONSIBILITIES**

#### **ESSENTIAL JOB FUNCTIONS**

While maintaining a level of professionalism and confidentiality, the Public Relations and Operations Manager will be responsible for the following duties:

- Disseminate information via social media outlets, news media, and coordinate media requests for public events hosted by CHA.
- Assist the Director of Administration with developing proposals for various funding sources and managing reporting data.
- Coordinate progress reporting for grants with various departments managing the programs.
- Maintain updates on the agency's social media accounts (Twitter, Facebook, Instagram etc.).
- Design, compile information, and prepare the agency's tenant publications to be sent for printing and distribution.
- Maintain a list of the business and community partners with appropriate up-to-date contact information. Ensure that electronic news feeds are shared with stakeholders, public, and other interested parties.
- Serve as the main media point of contact for questions and/or inquiries regarding issues impacting the agency.
- Handle internal communications by disseminating weekly updates to employees on matters concerning the agency.
- Complete quarterly government updates for specified activities and agency accomplishments.
- Assist with various public campaigns to showcase the agency's accomplishments, promote fundraising, and create viable partnerships for special projects.
- Receives, reviews, prepares and/or submits a variety of documents including vehicle maintenance forms, billing invoices, attendance records, job applications, performance appraisals, balance sheets purchase orders, memos, correspondence, etc.
- Interacts with various groups and individuals such as the immediate supervisors, co-workers, business community, clients, other governmental agencies, social services agencies, and the general public.

### ADDITIONAL JOB FUNCTIONS

Perform various office duties as necessary, including but not limited to typing correspondence and reports, copying and filing documents, answering the telephone, faxing information, delivering mail, ordering/picking up supplies, etc.

Operate a vehicle and office equipment such as a computer, typewriter, telephone, calculator, copier, and fax machine.

Attend staff and community meetings and special events. Assist with the meeting preparations and conduct presentations when necessary.

Perform related duties as required.

### **MINIMUM QUALIFICATIONS, TRAINING, AND EXPERIENCE**

Requires Bachelor's degree in mass communications, business, or other relevant field supplemented by a minimum of five years of experience working in communications, public relations, policy development etc. The candidate must have excellent verbal skills and the ability to write with minimal to no error. The ideal candidate will be analytical, organized, able to work independently, flexible, and knowledgeable about computer programming such as Adobe Indesign, Microsoft Publisher, Power Point, Word, Excel, Adobe Photoshop, and graphic design programs. In addition, the candidate should have experience writing and managing grants. A valid South Carolina driver's license is a requirement for the position.

### TO PERFORM ESSENTIAL JOB FUNCTIONS

**Interpersonal Communication:** Required the ability of speaking and/or signaling people to convey or exchange information. Includes receiving assignments and/or direction from supervisor.

**Language Ability:** Required ability to read a variety of policy and procedures manuals, financial documents, federal register, references materials, directories, computer manual, etc. Required the ability to prepare required reports, correspondence, records, etc. with proper format, punctuation, spelling, grammar, and using all parts of speech. Required the ability to speak with and before others with poise, voice control, and confidence.

**Intelligence:** Requires the ability to apply thinking to define problems, collect data, establish facts and draw valid conclusions; to interrupt an extensive variety of technical instructions in mathematical or diagrammatic forms; to deal with several abstract and concrete variables. Requires the ability to learn and understand principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information and to understand and implement basic office machinery functions.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow verbal and written instructions, to counsel and teach clients. Must be able to communicate effectively

and efficiently with persons of a variety of educational and cultural backgrounds and use counseling terminology.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress when confronted with emergency situations or tight deadlines. Worker may be subject to tension as a regular, consistent part of the job.

Physical Communication: Requires the ability to talk and/ or hear (talking: expressing or exchanging ideas by means of spoken words; hearing: perceived nature of sounds by ear).

### **PERFORMANCE INDICATORS**

Quality of Work: Maintaining high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality of deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with all Housing Authority departments, co-workers and the public.

Quantity of Work: Performs “Specific Duties and Responsibilities” and related assignments efficiently and effectively in order to produce quantity of work which consistently meets standards and expectations of the Housing Authority.

Dependability: Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with the directives, housing Authority policy, standards and prescribed procedures. Remains accountable to assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to Housing Authority policies and procedures regarding absences and tardiness. Provides adequate notice to higher management with respect to vacation time and time off request.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for completion of work a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility, Identifies problems or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternatives solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experimental advice where appropriate and researches problems, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with Housing Authority policy or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons and departments within the organizations.

Relationship with Others: Shares knowledge with managers, supervisors and staff mutual benefit. Contributes to maintaining high morale among all Housing Authority employees. Develops and maintains cooperative and courteous relationship with department employees, staffers, and managers in other departments, representatives from organizations and the public so as to maintain good will towards the organization and to the project a good Housing Authority image. Tactfully and effectively handles requests, suggestions, and complaints from other departments and persons in order to maintain good will within the organization. Emphasizes the importance of maintaining a positive image within the organization. Interacts effectively with higher management, professional, and the public.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoid duplication of effort. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Attends required meeting, planning sessions and discussions as required. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all safety and housekeeping standards by housing Authority and various regulatory agencies. Maintains a clean and orderly workplace.